


U.S. DEPARTMENT OF COMMERCE  
United States Travel Service  
Office of Research and Analysis



**VACATION  
TRAVEL  
BY CANADIANS  
IN 1974  
IN THE UNITED STATES  
VOLUME 9  
FAR WEST**





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# **VACATION TRAVEL BY CANADIANS IN 1974**

## **IN THE UNITED STATES VOLUME 9**

A study of Canadian vacation patterns:  
Characteristics of travelers and trips to each  
of the nine regions of the U.S.  
as well as to the U.S. as a whole.

Conducted by  
Traveldata in 1975

Sponsored by  
the United States Travel Service,  
the Canadian Government Office of Tourism,  
the Ministry of Transport (Canada)  
the Quebec Ministere Du Tourisme  
de la Chasse Et de la Peche

and  
the Montreal Star, Ltd.

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## SECTION I

# HIGHLIGHTS OF CANADIAN VACATION TRAVEL IN 1974

### I. INTRODUCTION

This report provides an analysis of a survey entitled *Vacation Travel by Canadians in 1974*. The survey was conducted by Traveldata for both the U.S. and Canada. Specifically, sponsors of the 1974 survey were: (1) The United States Travel Service; (2) Canadian Government Office of Tourism; (3) Ministry of Transport; (4) Quebec Ministere Du Tourism, De La Chasse Et De La Peche; and (5) the Montreal Star, Ltd.

This survey represents the ninth in a series of annual studies describing Canadian holidays, vacation trips, habits and characteristics of the travelers. In addition the analysis incorporates some of the findings from the prior studies to facilitate trend analysis during the 1966-74 period.

The report contains 10 volumes. Volume 1—Summary Report—provides information on Canadian travel to the United States as a whole. The remaining nine volumes highlight Canadian travel to the entire United States and provide detailed information on Canadian travel to various U.S. regions.

Volume 1: **Summary Report**—United States.

Volume 2: **New England**—Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont.

Volume 3: **Eastern Gateway**—New Jersey, New York.

Volume 4: **George Washington Country**—Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia.

Volume 5: **The South**—Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee.

Volume 6: **Great Lakes Country**—Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin.

Volume 7: **Old West**—Colorado, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming.

Volume 8: **Frontier West**—Arizona, Kansas, Missouri, New Mexico, Oklahoma, Texas.

Volume 9: **Far West**—Alaska, California, Idaho, Nevada, Oregon, Washington.

Volume 10: **The Islands**—American Samoa, Guam, Hawaii, Puerto Rico, Virgin Islands.

### II. METHODOLOGY

This survey was based on a national probability sample involving 6,388 personal interviews with individuals 18 years old and over. The 1974 survey includes data on Canadian travel to the U.S. Islands (American Samoa, Guam, Hawaii, Puerto Rico, and the Virgin Islands) in the figures on Canadian travel to the United States. In previous surveys, the United States category only included data on Canadian travel to the U.S. mainland. For trend analysis purposes, the 1974 survey also includes information on Canadian travel to the entire U.S. Mainland.

**Limitations.** In some instances, the size of the sample used to determine the characteristics of Canadian travelers to various regions or states is small. Interpretation of data based on these small sample sizes should, therefore, be made with caution.

### III. HIGHLIGHTS OF THE FINDINGS

#### A. Total Canadian Travel in 1974

- In spite of the fuel shortages and higher prices, the proportion of Canadians taking vacation trips in 1974 remained fairly constant, with the 1973 level. Specifically, in 1974 55% of all adult Canadians took a vacation in 1974, compared to the 56% who did so in 1973.
- There was a curtailment of second and third trips, however, which resulted in an overall drop in travel—from 7.7 million trips in 1973 to 7.5 million in 1974.
- Destinations changed somewhat in 1974. Overseas travel increased in popularity (accounting for 14% of all trips, an increase from 11% in the previous year). As a result, North American travel experienced a marginal decline.
- Travel to the United States remained fairly constant in spite of the 1974 economic difficulties. In 1974, 22% vacationed on the U.S. Mainland, only slightly below the 1973 level of 22%.
- Vacation travel was less common among residents of the Maritime Provinces, while those who did travel indicated a much greater interest in Ontario and Western Canada, and less interest in New England and other U.S. coastal areas.
- Residents of Quebec, on the other hand, tended to travel more within their home province.
- The growth in foreign travel occurred primarily among residents of Ontario and Prairie Provinces.
- One of the most dramatic changes in 1974

travel patterns was with air travel. The proportion of trips taken by air remained constant at 17% from 1969 until 1972. Then, in 1973, it rose to 24% and in 1974 increased to a record 32%.

- Much of this growth was due to the increase in overseas travel and a switch from the automobile on trips to the United States, probably because of the fuel crisis. Travel in Canada also experienced a decline in automobile travel in favor of air travel.

- Another very significant change in 1974 was a 21% increase in expenditures from an average of \$396 per trip to \$479.
  - Projecting these expenditures, Canadians spent, in total, \$2.39 billion on vacation travel in 1974, up from \$2.06 billion in 1973, an overall growth of 16.2%.
- Visiting friends or relatives became more common among vacationers in Canada. In 1974, 52% were motivated by that purpose, compared with 48% in 1973.

#### B. Canadian Vacation Travel to the U.S. in 1974

- The U.S. (including the U.S. Islands) received 3.9 million Canadian vacation visitors who spent an estimated \$631 million while traveling in the U.S. in 1974.
- In 1974, the U.S. Mainland received 3.6 million Canadian vacation visitors (down 13% from 1973) who spent approximately \$540 million while traveling in the U.S. (up 12% over 1973). The average per capita expenditure per trip in the U.S. was \$242.
- In 1974, the largest proportion of Canadian vacation arrivals in the U.S. was received by the Far West (20%), followed by the South (19%), New England (16%), the Eastern Gateway (13%), the Great Lakes Country (11%), the U.S. Islands (7%), the Old West (5%), George Washington Country (5%), and the Frontier West (4%).
- In 1974, the largest proportion of Canadian vacation expenditures in the U.S. was received



by the South (26%), followed by the Far West (22%), the U.S. Islands (14%), the Eastern Gateway (9%), the Great Lakes Country (7%), New England (7%), the Frontier West (5%), the Old West (4%), and George Washington Country (4%).

- Attitudes toward travel within Canada compared with the United States changed slightly. Between 1973 and 1974 Canada appeared to have re-enforced its traditional image of "interesting wilderness" and "recreational attractions;" and to have less of a "remoteness" perception; while the United States strengthened its appeals of "entertainment," a "sense of freedom," warm weather, and educational advantages.
  - Some of the improvement in the image of the United States could be attributed to the fact that at the time of the previous survey (December, 1973), with the threat of the "Energy Crisis," the U.S. could have been perceived as far less accessible with travel much more inhibited than at the time of this current survey.
- There were notable differences in the characteristics of Canadians who traveled to the various U.S. regions. For example:
  - George Washington Country, The South, the Great Lakes Country, and the Frontier West received the majority of their visitors from Ontario, whereas New England received the majority of its Canadian visitors from Quebec. Both Ontario and Quebec were important sources for visitors to the Eastern Gateway. British Columbia was the most important source of visitors to the Far West and the U.S. Islands. The Old West received most of its Canadian vacationers from the Prairie Provinces.
  - Sightseeing was the most popular activity for Canadian vacation travelers to George Washington Country, the Old West, the Frontier West, the Far West and the U.S. Islands. Travel to the Great Lakes country was primarily to visit friends or relatives.
- The largest proportion of visitors to the South traveled to that area to spend time at a vacation spot. Canadian travel to New England and the Eastern Gateway was both to visit friends and relatives and to spend some time at a vacation spot.
- The auto was primarily used in Canadian vacation travel to New England, the Eastern Gateway, George Washington Country, the Great Lakes Country, the Old West. The primary mode of transport used to travel to the South, the Frontier West and the U.S. Islands was air. Both air and auto transportation was used by visitors to the Far West.
- Vacation visitors from Canada tended to be from urban areas, notably **Ontario** and **Quebec**, home-owners, married from "adults only" families and young or old. They had attended or completed high school, were in professional and skilled labor occupations and were upscale in income.
- Canadian vacationers traveled to the U.S. in 1974 primarily to spend some time at a vacation spot, to sightsee and visit friends or relatives.
- Auto travel was more prevalent during the summer months while air travel was more popular during the winter. There was approximately 2.36 persons traveling to the U.S. in each party and they spent an average of 11 nights in the U.S. on their trip.
- Canadian visitors to the U.S. who had a **higher than average per capita** expenditure per trip tended to:
  - reside in British Columbia, English Quebec, Ontario and the Prairies, and in urban areas;
  - visit the U.S. Islands, the South, the Frontier West and the Far West;
  - be 30-49 years of age and 50 years and over;
  - be married;
  - have an upper-middle income;

- be employed in professional/sales/white-collar fields and retired/pensioned;
  - own their own dwelling;
  - have an elementary, high school or technical/preparatory education;
  - be from adult only "families";
  - live in a detached or semi-detached dwelling or townhouse;
  - travel for the purpose of staying at a vacation spot or city sightseeing/shopping;
  - use air transportation;
  - travel from December to March or April to May;
  - stay 12 nights and over on their trip.
  - be male;
  - speak French (Quebec);
- From 1973 to 1974, there was an **increase** in Canadian travel to the U.S. by:
    - urban visitors,
    - visitors from the Prairies and British Columbia,
    - visitors from cities with populations of over 500,000, and 1,000 to 10,000,
    - apartment dwellers and tenants,
    - visitors aged 40 to 49 years,
- visitors with family incomes of \$20,000 or more,
  - visitors from 'adult only' families,
  - visitors who traveled to the U.S. to spend some time at a vacation spot,
  - visitors who traveled by air,
  - female visitors,
  - visitors who spent 4-5 nights in the U.S.
- From 1973 to 1974 there was a **decrease** in Canadian travel to the U.S. by:
    - rural visitors.
    - visitors from the Atlantic Provinces.
    - visitors from cities with populations of under 1,000 and 10,000 to 30,000.
    - home owners.
    - male visitors.
    - visitors aged 18-29 years.
    - visitors who traveled by auto.
    - skilled workers.
    - visitors with family incomes between \$10,000 and \$20,000.
    - families with children, and
    - visitors who spent 1 to 3 nights in the U.S.

## SUMMARY OF CHARACTERISTICS OF CANADIAN VACATION TRAVEL TO THE U.S. IN 1974

### 3,880,000 Canadian Vacation Arrivals in the U.S.

- 3,614,000 Canadian vacation arrivals on the U.S. Mainland (-13% from 1973)

### \$631 Million Spent in the U.S. by Canadian Vacationers

- \$540 million spent on U.S. Mainland by Canadian vacationers (+12% over 1973)
- \$242 per capita expenditures per trip in U.S.
- \$21 daily per capita trip expenditures in U.S.

### Traveler Characteristics

<b>Residence:</b>	Urban (87%) Ontario (39%) and Quebec (25%) English speaking (68%) Population over 500,000 (46%)
<b>Dwelling Status:</b>	Live in single/semi-detached dwelling (65%) Own their own dwelling (62%)
<b>Sex:</b>	Female (54%) and male (46%)
<b>Age:</b>	18-29 years (30%) and 50 years or more (31%)
<b>Marital Status:</b>	Attached (married)(59%)
<b>Education:</b>	Attended or completed high school (50%)
<b>Occupation:</b>	Professional/Mgr./Sales/White-collar (44%) and skilled workers (22%)
<b>Family Income:</b>	\$10,000 to \$20,000 (40%) and \$20,000 and over (24%)
<b>Family Composition:</b>	Adult only (62%)

### Trip Characteristics

<b>Purpose:</b>	To spend some time at a vacation spot (37%), sightseeing (36%), and visiting friends or relatives (33%)
<b>Mode of Transport:</b>	Auto (48%) and air (39%)
<b>Seasonality:</b>	3rd quarter (43%), July (19%), August (16%)
<b>Mean Length of Stay:</b>	11 nights
<b>Mean Size of Traveling Party:</b>	2.36 persons

## SECTION II

# CHARACTERISTICS OF CANADIAN VACATION TRIPS/TRAVELERS TO THE FAR WEST, 1974

### I. HIGHLIGHTS

During 1974, approximately 358,000 Canadian vacation trips were taken to the Far West or 22% of the total 1.64 million trips to the U.S. Total Canadian vacation arrivals in the Far West were 758,000 in 1974.

In 1974, Canadian vacation travelers spent an estimated \$136 million in the Far West, representing 22% of the total \$631 million spent by Canadians who traveled to the U.S. on vacation. Per capita expenditures on each trip to the Far West were \$258, versus the national average of \$242. The average number of nights spent by Canadian visitors in the Far West was 11.6 nights, compared to the national mean of 11.5 nights. Daily per capita expenditures in the Far West equaled \$22, slightly higher than the national daily average of \$21.

### 758,000 Canadian Vacation Arrivals (+18% over 1973)

- 20% of total Canadian vacation arrivals in the U.S.
- Most popular region in U.S. for Canadian vacationers

### \$136 Million Spent in Far West By Canadian Vacationers (+36% over 1973)

- 22% of total Canadian vacation expenditures in U.S.
- 2nd largest recipient of Canadian vacation expenditures
- \$258 per capita expenditures per trip (+8% over 1973)
- \$22 daily per capita trip expenditures (+38% over 1973)

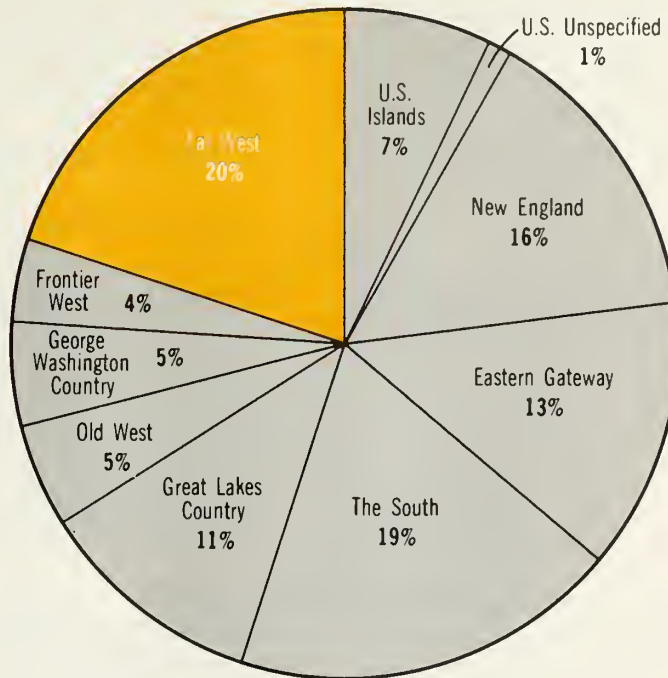


Chart 1

# CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE U.S. 1974

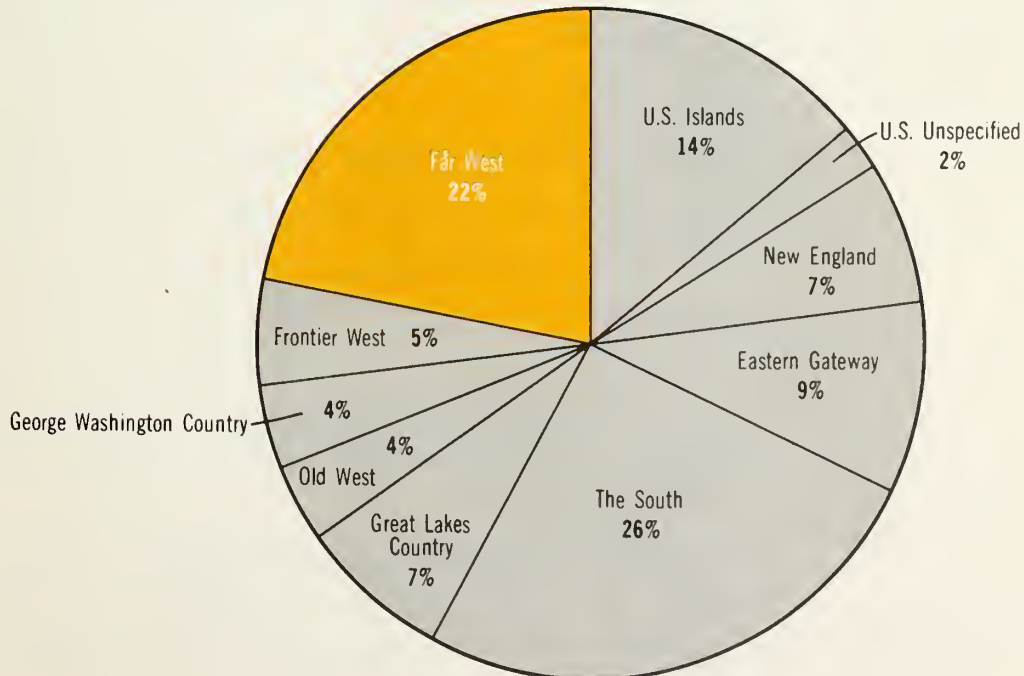
Arrivals 3,880,000

100%



Receipts \$631,000,000

100%





## Profile of Canadian Vacation Travelers to the Far West

In 1974, the most predominant characteristics of Canadian vacation travelers to the Far West were: 89% were residents of urban areas; 45% came from British Columbia; 82% spoke English; 71% occupied single/semi-detached dwellings; 63% were home-owners; 55% were females; 55% were married; 48% had attended or completed

high school; 40% had family incomes of \$10,000 to \$20,000; and 65% were members of families consisting of adults only.

The most prevalent characteristics of Canadian vacation trips to the Far West in 1974 were: 56% were for sightseeing; 40% were by air, and 39% were by auto transportation; 43% occurred during the third quarter; and the average length of stay was 12 nights.

**TABLE 1**  
**PROFILE OF 1974 CANADIAN VACATION TRAVELERS TO**  
**THE FAR WEST**

### Traveler Characteristics

Residence:	Urban(89%) British Columbia (45%) and the Prairies (28%) English speaking (82%) Population over 500,000 (48%) British Columbia residence for air visitors (32%) British Columbia residence for auto visitors (43%)
Dwelling Status:	Live in single/semi-detached dwelling (71%) Own their own dwelling (63%)
Sex:	Even distribution with slightly more females (55%)
Age:	18-29 years (28%) 50 years and over (29%)
Marital Status:	Attached (married) (55%)
Education:	Attended or completed high school (48%)
Occupation:	Professional/Mgr./Sales/White-collar (40%)
Family Income:	\$10,000 to \$20,000 (40%)
Family Composition:	Adults only (65%)

### Trip Characteristics

Purpose:	Sightseeing (56%), visiting friends or relatives (38%) and to spend some time at a vacation spot (24%)
Main Mode of Transport:	Air (40%) and Auto (39%)
Seasonality:	3rd quarter (43%), July (18%), August (17%)
Mean Length of Stay:	12 nights
Mean Size of Traveling Party:	2.11 persons

TABLE 1 – Continued

**Considerable Changes in Canadian Vacation Travel to the Far West From 1973 to 1974**

**Significant Changes in Canadian Vacation Travel to the Far West From 1973 to 1974**

- Increase in air visitors (28% to 40%)
- Decrease in auto visitors (52% to 39%)

**Significant Differences Between Canadian Vacation Travel to the U.S. as a Whole**

- The Far West had a much higher proportion of:
  - visitors from the Prairies and British Columbia
  - English speaking visitors
  - visitors who went sightseeing
- The Far West had a much lower proportion of:
  - visitors from Quebec and Ontario
  - visitors who spent some time at a vacation spot
  - French (Quebec)-speaking visitors

**II. DETAILED FINDINGS**

The detailed findings of the characteristics of Canadian vacation travel to the Far West during 1974 are presented within the following descriptive sub-categories: (A) Arrivals/Receipts; (B) Traveler Characteristics; and (C) Trip Characteristics.

**A. Arrivals/Receipts**

In 1974, the Far West ranked as the largest destination for Canadian vacation travelers to the U.S.\* and as the second largest receiver of Canadian vacation receipts. The Far West received approximately 20% of the total Canadian vacation visitors to the U.S. and 22% of the tourism receipts in 1974.

The Far West was the primary destination for about 758,000 of the 3.9 million Canadians who vacationed in the U.S. in 1974. (An additional

113,000 Canadians visited the Far West on their trip to other U.S. regions.) Of the \$631 million spent in the U.S. in 1974, the Far West received about \$136 million from these visitors.

The Far West recorded the second largest growth rate in Canadian vacation travel to the various U.S. regions. The 758,000 arrivals represented an 18% increase over the 644,000 visitor arrivals in 1973. (The Frontier West was the region which recorded the largest increase in Canadian vacation visitors during 1974.) All other regions recorded decreases in arrivals. The \$136 million received by the Far West in 1974 represented a 36% increase over the \$100 million in receipts in 1973.

The depressed economic situation in Canada, which was largely a result of the energy crisis, and the relatively high inflation and unemployment, which decreased the purchasing power of the consumer, apparently had little influence on the desires of Canadians to travel to the Far West. The increase in travel to the Far West, perhaps can be attributed to Canadian travel to Washington to attend Expo '74. Canadian travel to Washington to "attend sport/festivals and other special events increased from 12% in 1973 to 23% in 1974.

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\*This represents a significant change from 1973, when the Far West ranked fourth in arrivals; the first place ranking in 1974 is largely a function of Expo 74 being held in Seattle, the depressed economy of Quebec and the relatively greater problem of gasoline unavailability in Eastern Canada and the U.S. compared to Western Canada.

The increase in Canadian expenditures in the Far West, despite the decrease in the length of stay on trips to that area, may be attributed to inflation, and to an increase in visitors in the traditional high spending groups: 30-49 year age group, air travelers.

The 1974 Canadian per capita expenditure per trip in the Far West was \$258, an 8% increase over the \$238 recorded in 1973. The 1974 daily per capita trip expenditure in the Far West was \$22, 38% higher than the \$16 recorded in 1973. (See Appendix B-3.)

California and Washington were the most popular areas in the Far West for Canadian vacation trips. In 1974, about 42% of the Canadians visiting the Far West traveled to California, while 38% visited Washington. Another 40% of the trips to the Far West were to the States of Alaska, Idaho, Nevada, and Oregon.

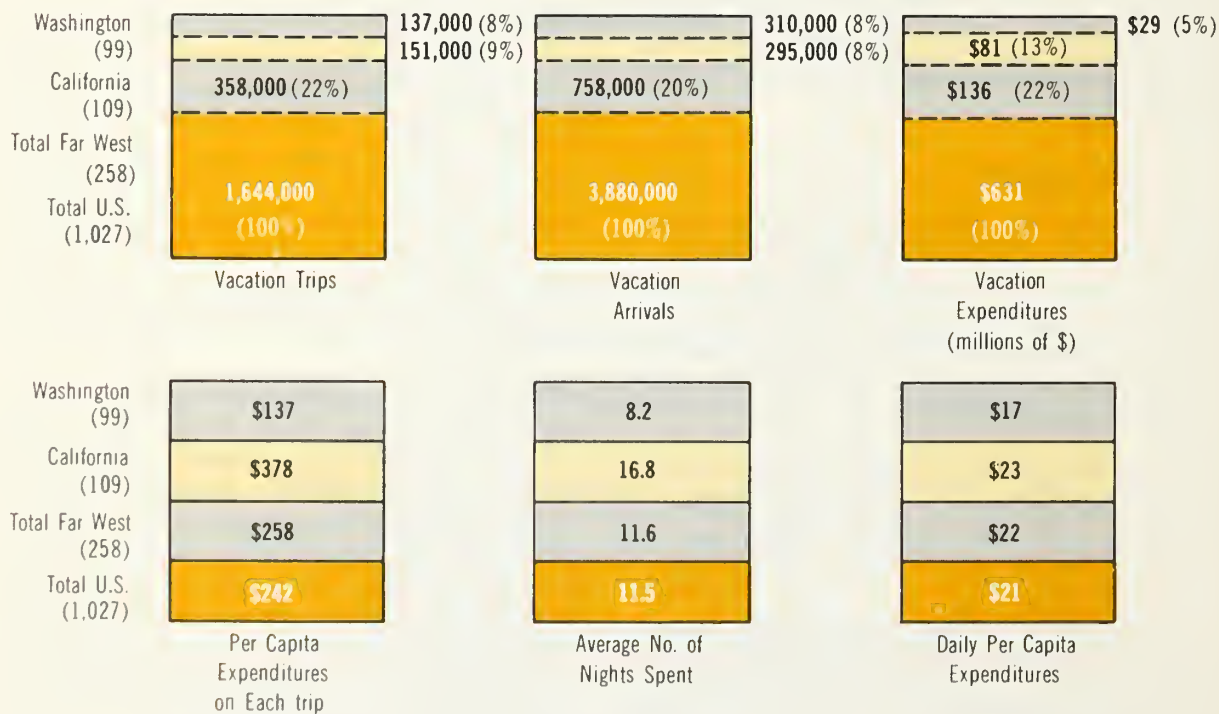
In 1974, California received approximately 8%\*\* of the total Canadian vacation visitors to the U.S. and 13% of the tourism receipts, equaling and estimated 295,000 Canadian vacation visitors (down 4% from 1973) and \$81 million (+3% over 1973).

Washington similarly received an estimated 8%\*\* of the total Canadian vacation visitors to the U.S. but only 5% of the tourism receipts in 1974. These percentages equal approximately 310,000 Canadian vacation visitors (+50% over 1973) and \$29 million (+16% over 1973).

The Canadian per capita expenditure per trip in California in 1974 was \$378, a 5% increase over

\*\*Although the total arrivals for California and Washington are different, both are reported as receiving 8% of the total arrivals to the entire U.S. due to rounding in computation.

Chart 2  
CHARACTERISTICS OF CANADIAN  
VACATION TRIPS TO THE FAR WEST  
(1974 Expenditures in U.S. Only)





the \$361 recorded in 1974. The **1974 daily per capita trip expenditure** in California was \$23, a 28% increase over the \$18 recorded in 1974. With regards to Washington, the 1974 Canadian **per capita expenditure per trip** was \$137, a 19% decrease from the \$169 recorded in 1973. The 1974 **daily per capita trip expenditure** in Washington was \$17 a 21% increase over the \$14 recorded in 1973.

## **B. Traveler Characteristics**

This section presents a brief analysis of the following demographic characteristics of 1974 Canadian vacation travelers to the **Far West**: destination; urban/rural residence; residence by province; language; size of city of residence; residence of auto/air visitors; type of dwelling occupied/ownership; sex; age; marital status; education; occupation of head of household; family income; and family composition.

### *Destination*

The **Far West** received an estimated 20% of the Canadian vacation arrivals in 1974 with California and Washington each receiving approximately 8% of these arrivals.

With respect of Canadian vacation trips to multiple destinations, Canadian vacationers whose primary destination was the **Far West**

generally did not visit many other areas on their trip. Only about 11% of the Canadians visiting the **Far West** also visited the **Old West**.

With respect to intra-regional travel 10% of the Canadians visiting **California** also visited Washington and 20% of the Canadians visiting **California** also visited other states in the **Far West** region.

With respect to Canadian travel to **Washington**, the same pattern was evident. Eleven percent of the trips to Washington included a visit to **California** and 28% of the trips include a visit to other states in the region.

### *Urban/Rural Residence*

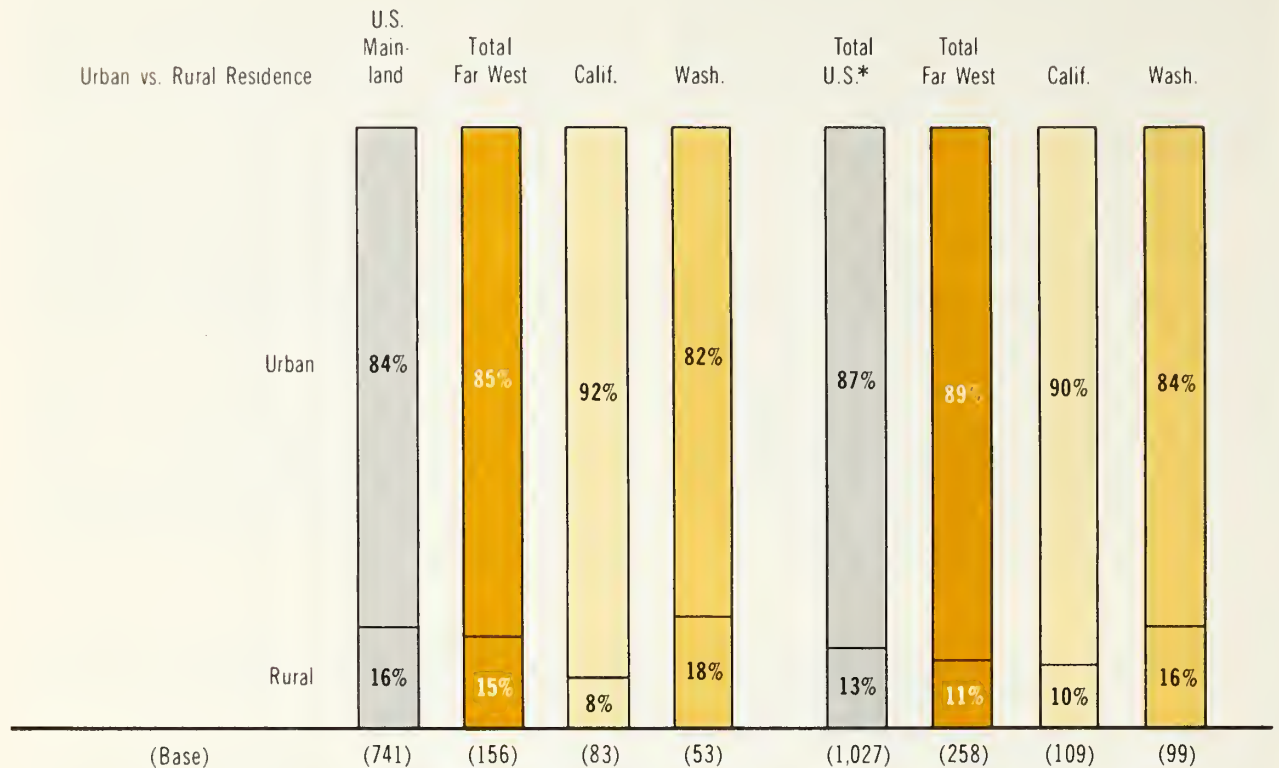
In 1974, 89% of the Canadians who vacationed in the **Far West** region were urban residents, an increase of four percentage points over the 85% share recorded in 1973.

When comparing the **Far West** to the U.S. as a whole, a slightly greater proportion of urban dwellers visited the region (89%) than did the U.S. as a whole (87%).

Looking at the states of **California** and **Washington**, urban residents constituted respective market shares of 90% and 84% in 1974, almost the same proportions as those recorded in 1973.

Chart 3

# CANADIAN VACATION TRAVELERS TO THE FAR WEST IN 1974 BY URBAN / RURAL RESIDENCE



Note See Volume I, Appendix II-F for a more detailed breakdown of chart

\* Includes U.S. Islands



## Residence by Province

While Ontario was the residence of the largest proportion of Canadians traveling to the U.S. in 1974 (39%), Canadian travelers to the Far West came primarily from the province of British Columbia (45%). The Prairie Provinces and Ontario ranked second and third respectively supplying 28% and 17% of the vacation traffic to the Far West in 1974.

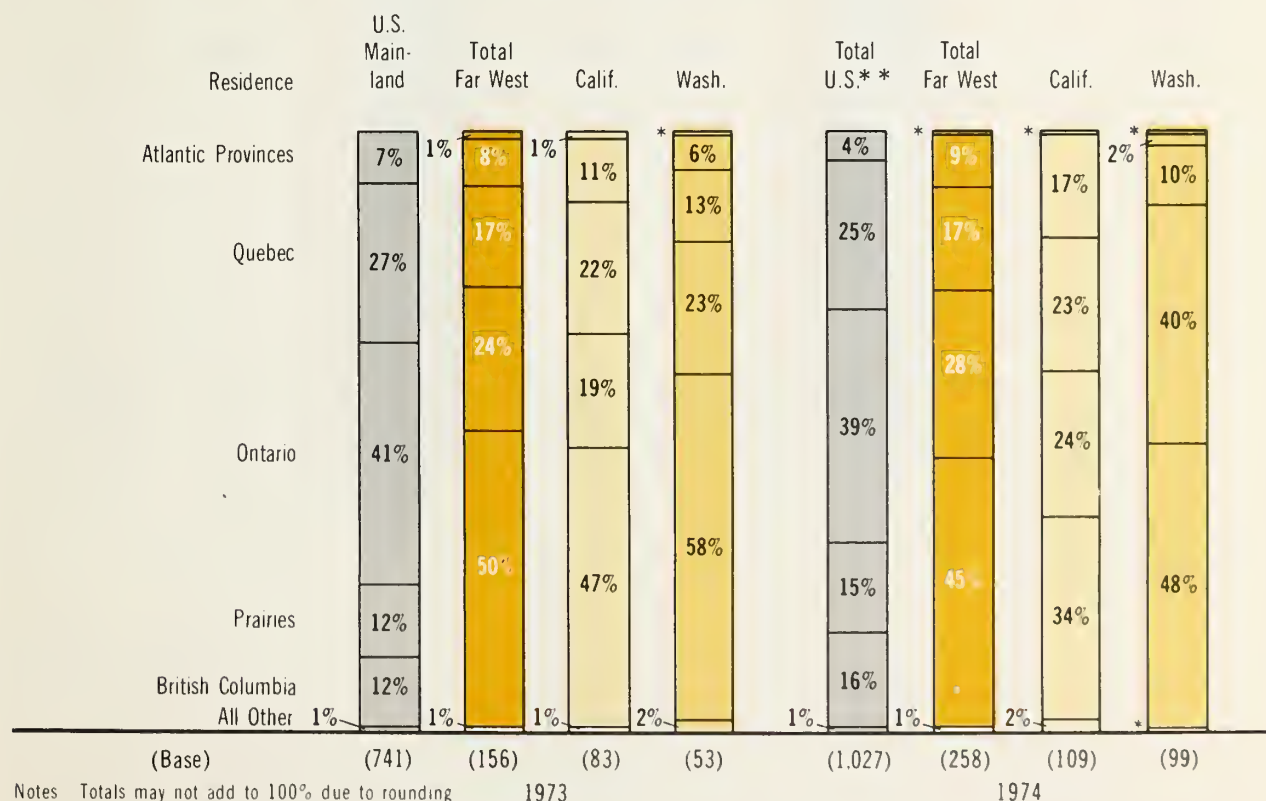
With respect to the individual states of California and Washington, British Columbia was also the most significant province for Canadian visitors, supplying 34% of the visitors to California and 48% of the visitors to Washington.

Specifically with respect to California, the 34% share of visitors from British Columbia repre-

sented a significant decrease from the 47% recorded in 1973. The Prairies and Ontario were the next largest generators of visitors to California, with respective shares of 24% and 23%. Between 1973 and 1974 Canadian vacation from Quebec and Ontario to California increased in share while travel to California from British Columbia decreased.

With respect to vacation travel to Washington, besides British Columbia, the Prairie Provinces represented the second largest generator (40%) of travel to the state. From 1973 to 1974 there was a sizable decrease in travel to Washington from British Columbia (down from 58% in 1973 to 48% in 1974) and a significant increase in travel from the Prairie Provinces to that state (up from 23% in 1973 to 40% in 1974).

Chart 4  
CANADIAN VACATION TRAVELERS TO THE FAR WEST IN 1974  
BY RESIDENCE



Notes Totals may not add to 100% due to rounding 1973

See Volume 1, Appendix II-A for more detailed breakdown

\* Less than 1/2 of 1%.

\*\* Includes U.S. Islands.

## Language

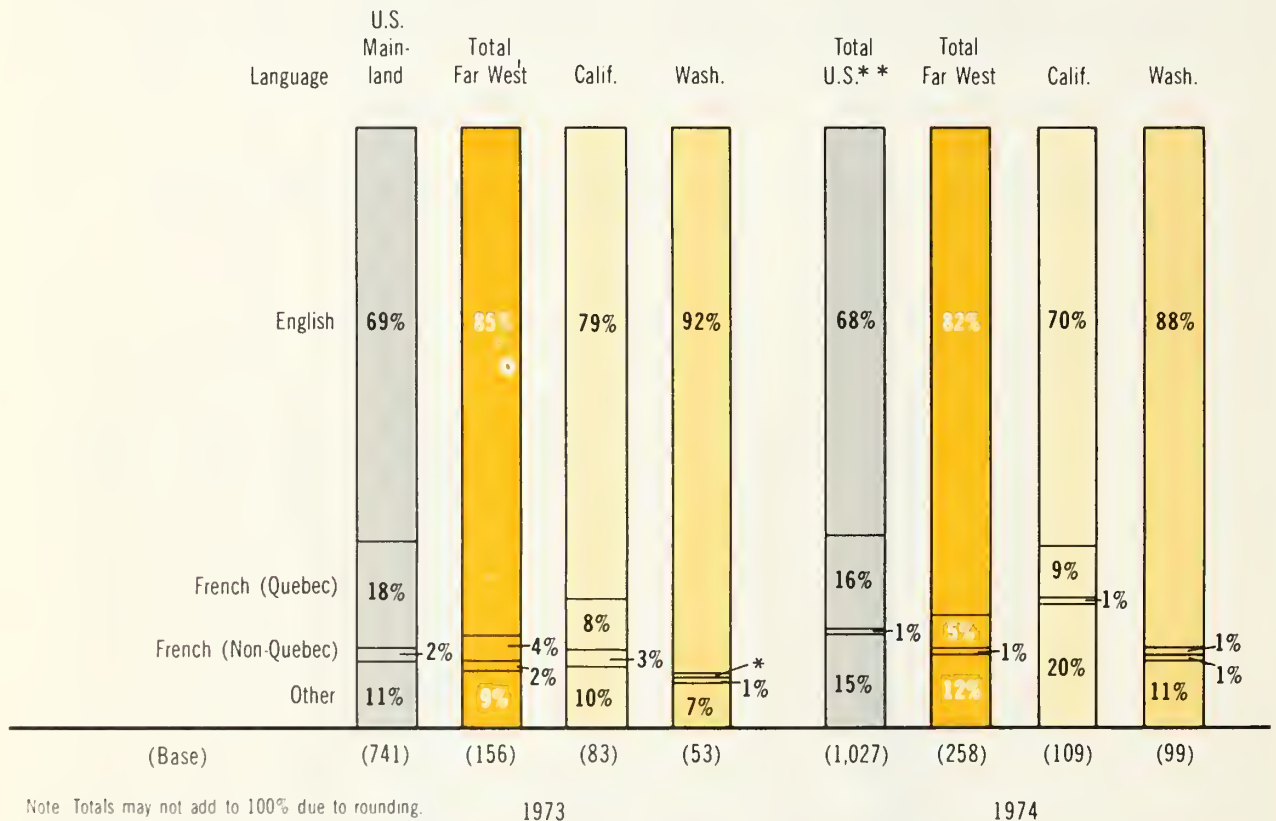
English was spoken by 68% of all Canadian visitors to the U.S. in 1974, with French (Quebec) being the next most popular (16%) language.

In the Far West, a more pronounced proportion of Canadian vacationers spoke English (82%),

reflecting the popularity of visitors from the Western Canadian provinces. French (Quebec) was spoken by only 5% of the visitors to this region in 1974, as only 9% of Canadians vacationing in the Far West Region resided in Quebec.

Chart 5

### CANADIAN VACATION TRAVELERS TO THE FAR WEST IN 1974 BY LANGUAGE



Similarly, nearly half (48%) of the 1974 Canadian visitors to the Far West lived in cities with a population over 500,000, up from the 42% recorded in 1973. The proportion of Canadian visitors residing in cities with populations of

The residence of Canadians visiting the states of **California** and **Washington** tended to be in more large city oriented. Specifically, in 1974, 77% of all Canadians visiting California came from cities with a population of 100,000 or above, (up slightly from the 74% registered in 1973) while 53% of Canadians vacationing in Washington resided in cities of over 100,000 population.

## Residence of Auto Visitors

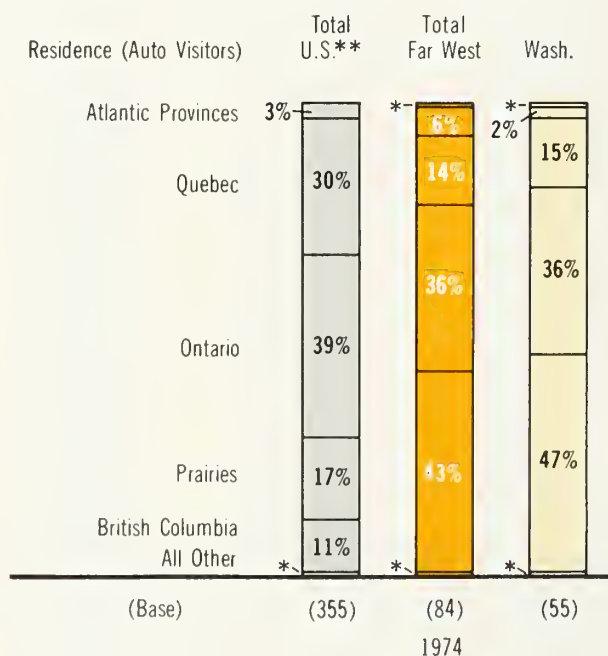
Canadian auto visitors to the U.S. in 1974 resided mostly in Ontario (39%), Quebec (30%), and the Prairie Provinces (17%).

The residence of Canadian auto vacationers to the **Far West**, however, was notably different than that of Canadian auto travelers to the total U.S. Specifically, 43% of visitors to this region lived in British Columbia and 36% in the

Prairies, while only 14% and 6% respectively resided in Ontario and Quebec.

Looking at the state of **Washington**, the dominance of British Columbia in Canadian auto travel was even more pronounced. Nearly one-half (47%) of all auto travelers to this state were residents of British Columbia in 1974. The Prairie Provinces and Ontario accounted for 36% and 15%, respectively, of the Canadian auto vacationers, while Quebec accounted for the remaining 2%.

Chart 7  
**CANADIAN VACATION TRAVELERS  
TO THE FAR WEST IN 1974  
BY RESIDENCE OF AUTO VISITORS**



Notes: Totals may not add to 100% due to rounding.

See Volume I, Appendix I K for a more detailed breakdown of this chart.

\* Less than 1/2 of 1%.

\*\* Includes U.S. Islands.



### Residence of Air Visitors

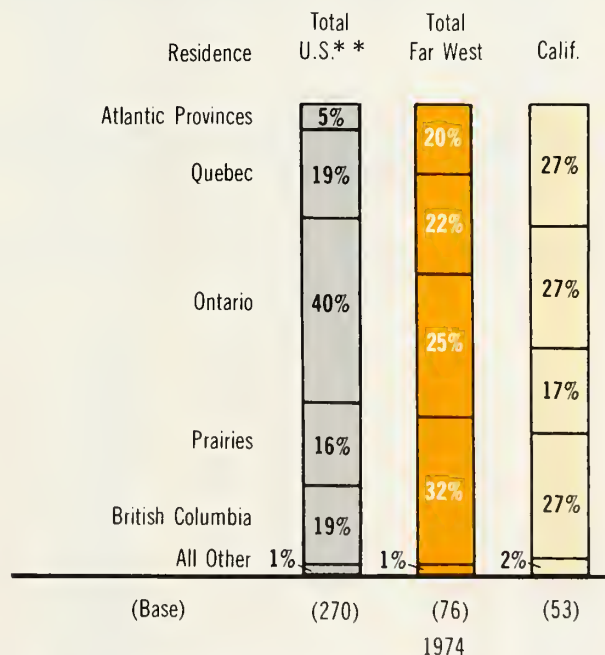
In 1974, 40% of the Canadian air travelers to the U.S. resided in Ontario, 19% in British Columbia, 19% in Quebec, 16% in the Prairies, and 5% in the Atlantic Provinces. Based on these proportions and auto visitor findings, Ontario ranks as the most important auto/air vacation generator to the U.S.

The residence for air visitors to the Far West in 1974 was fairly evenly distributed among four

Canadian provinces: 32% of the Canadian air visitors to the Far West resided in British Columbia, 25% in the Prairie Provinces, 22% in Ontario, and 20% in Quebec.

The residents of Quebec, Ontario, and British Columbia accounted for a combined proportion of 81% (27% each) of all Canadian air visitors to California in 1974.

Chart 8  
**CANADIAN VACATION TRAVELERS  
TO THE FAR WEST IN 1974  
BY RESIDENCE OF AIR VISITORS**



Notes Totals may not add to 100% due to rounding

See Volume I, Appendix I-J for a more detailed breakdown of this chart

\* Less than ½ of 1%.

\*\* Includes U.S. Islands.



### Type of Dwelling Occupied/Ownership

The majority (62%) of Canadian visitors to the U.S. in 1974 owned their own homes, and the type of dwelling which they predominately occupied was a single or semi-detached-type dwelling (65%).

Occupancy/ownership characteristics were very similar for Canadian visitors to the **Far West**, with 63% of Canadians vacationing in this region owning homes and 71% living in single or semi-detached-type dwellings. In addition, 20% of the Canadian visitors to this region lived in apartments; and consistent with the national trend, this percentage represents a four point increase over the 16% who lived in apartments in 1973.

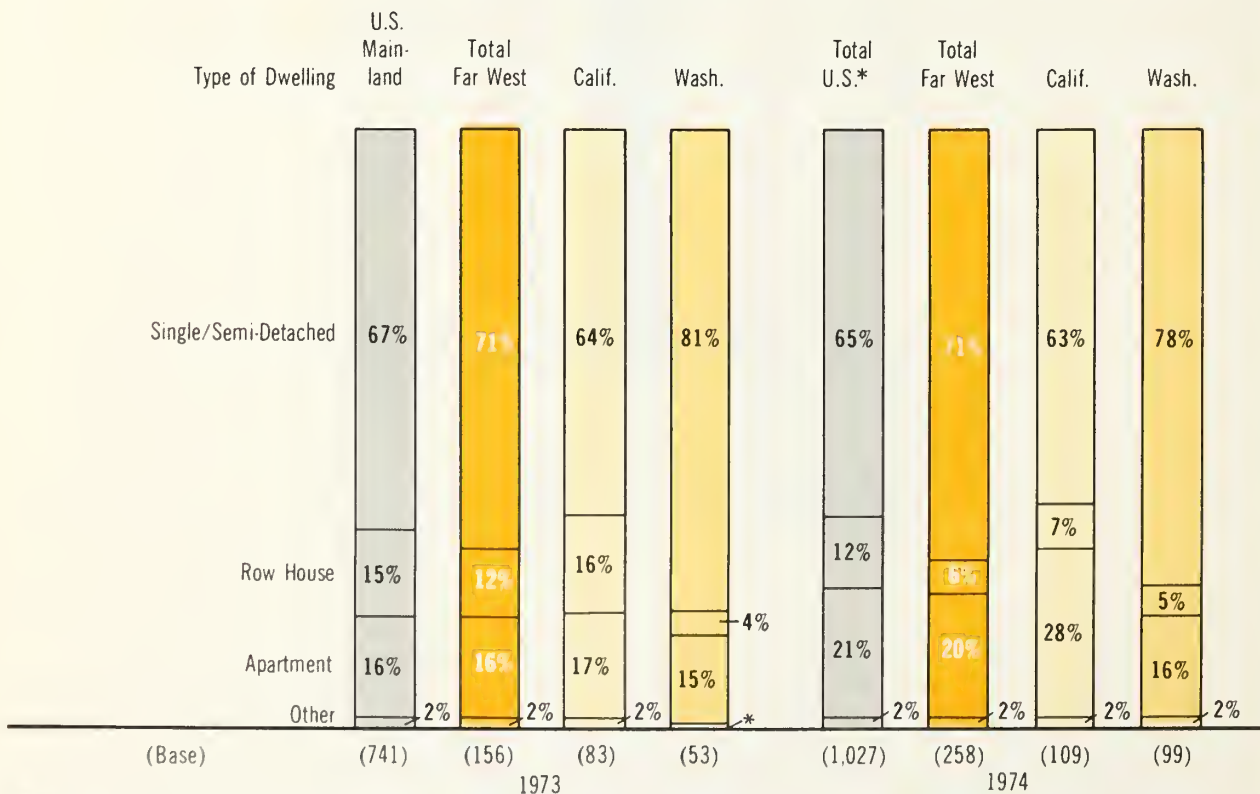
Although the majority of Canadian visitors to **California** and **Washington** were home owners,

54% and 69% respectively, there was a decrease in the proportion of visitors to these states who owned their own homes between 1973 and 1974.

About 63% of the visitors to California and 78% of the visitors to Washington lived in single or semi-detached-type structures in 1974. With respect to apartment dwellers, 28% of the visitors to California lived in apartments (up significantly from the 17% share recorded in 1973) while only 16% of the visitors to Washington lived in apartments.

In summary, between 1973 and 1974, the proportions of home owners decreased for all groups, while the proportion of Canadian apartment dwellers increased. These findings seem to portray the 1974 Canadian vacationers as an increasingly mobile group.

Chart 9  
CANADIAN VACATION TRAVELERS TO THE FAR WEST IN 1974  
BY TYPE OF DWELLING

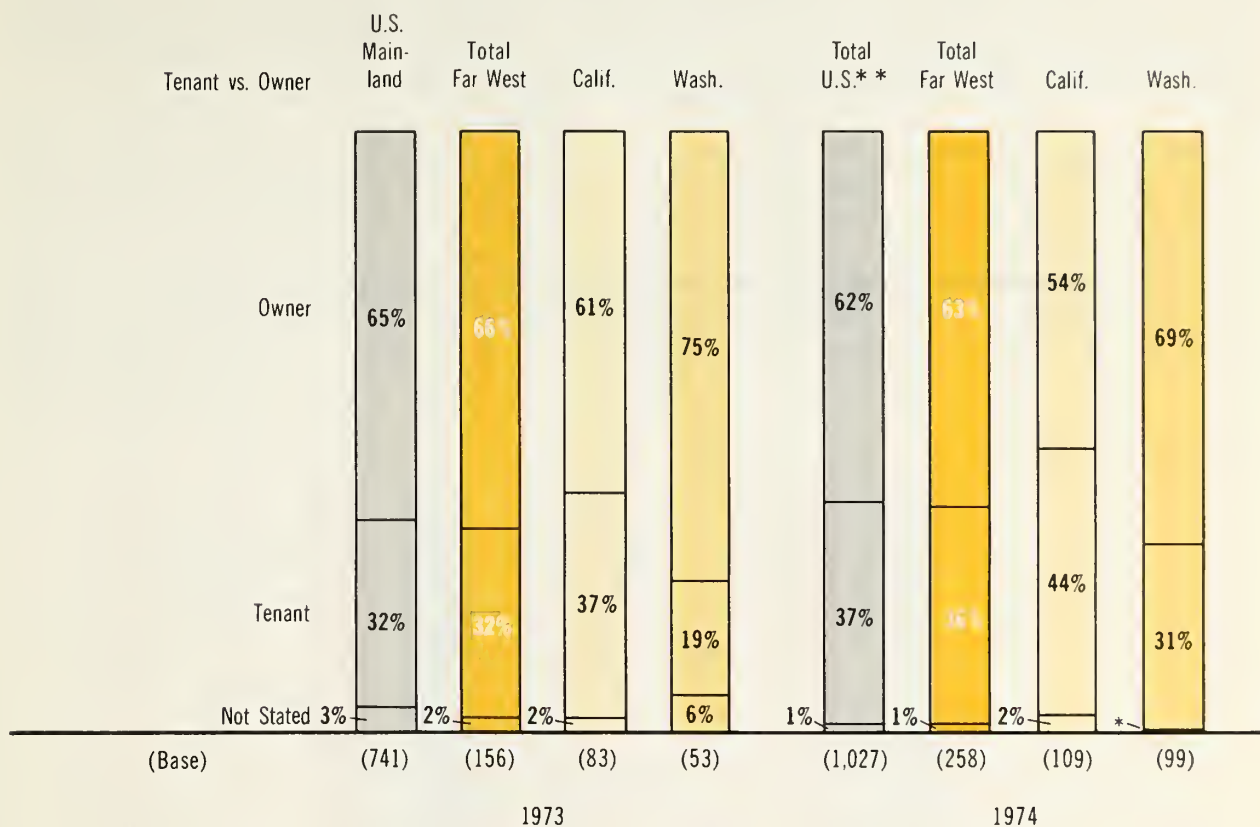


Note: Totals may not add to 100% due to rounding

\* Includes U.S. Islands

Chart 10

# CANADIAN VACATION TRAVELERS TO THE FAR WEST IN 1974 BY DWELLING OWNERSHIP



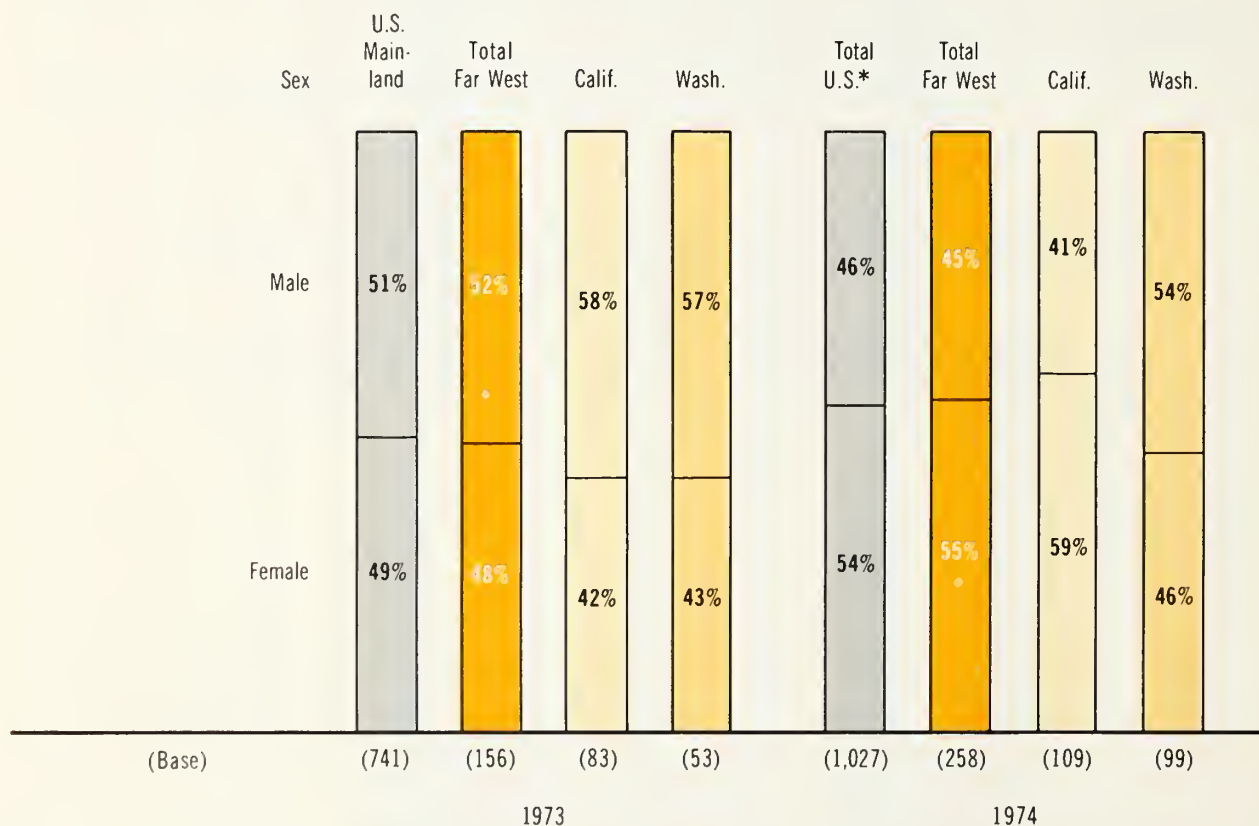
\* Less than 1/2 of 1%.  
\* \* Includes U.S. Islands.

## Sex

In 1974, a greater proportion of females than males visited the Far West (55%). While these findings are consistent with the rate of male to female travel for the U.S. as a whole, they do represent a reversal of the 1973 ratio, when the majority of travelers to the Far West were male (52%).

Similarly, California recorded more female (59%) visitors in 1974 than male Canadian vacationers, while in 1973 males held the dominate share (58%). Washington, on the other hand, appealed more to the male Canadian traveler, as 54% of all Canadian vacationers to this state were male in 1974.

Chart 11  
CANADIAN VACATION TRAVELERS TO THE FAR WEST IN 1974  
BY SEX



\* Includes U.S. Islands

## Age

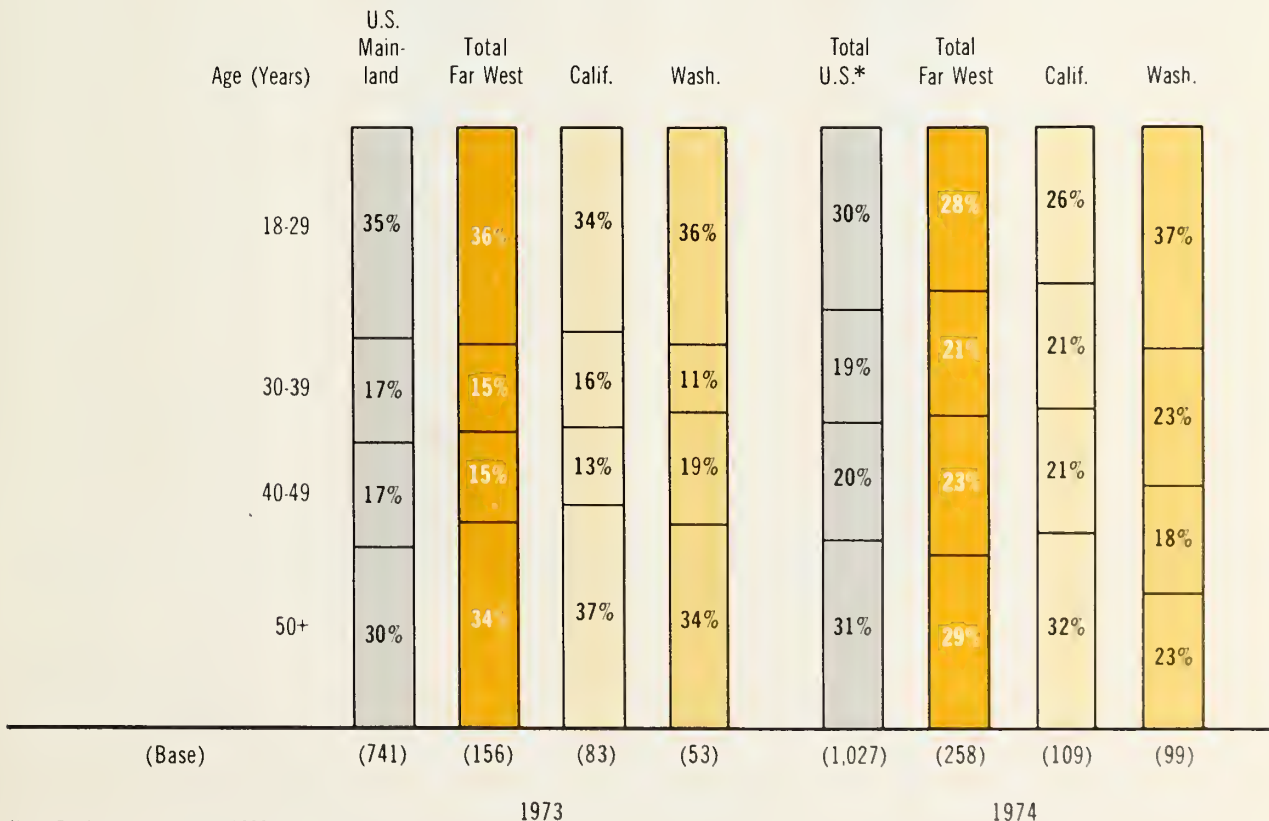
During 1974, the U.S. appealed to both the young and older Canadian traveler: 31% of the visitors to the U.S. were above the age of 50 and 30% were between the ages of 18 and 29.

In viewing Canadian vacation travel to the **Far West** a somewhat smaller proportion of visitors in these age groups was recorded. Specifically, in 1974, 28% of the visitors to this region were 18-29 years of age (down from the 36% recorded in 1973) and 29% were 50 years or older (down from the 34% recorded in 1973). On the other hand the proportion of visitors in the 30-49 year age group increased, from 30% in 1973 to 44% in 1974.

The age distribution of Canadian visitors to **California** was very similar to that recorded for the Far West. Those travelers 50 years old or over represented 32% of the market in 1974 (down from the 37% recorded in 1973), and the 18 to 29 year old group equaled 26% of all Canadian visitors to this state (a decrease from the 34% share in 1973).

In comparison with the other states and regions, **Washington** visitors had a larger proportion of young visitors. In 1974, 37% of the Canadians visiting this state were between 18 and 29 years of age, about equal to the 36% recorded in 1973. In addition, visitors in the 30 to 39 year age group increased from 11% in 1973 to 23% in 1974.

Chart 12  
**CANADIAN VACATION TRAVELERS TO THE FAR WEST IN 1974  
BY AGE**



Note: Totals may not add to 100% due to rounding.

\* Includes U.S. Islands.



## Marital Status

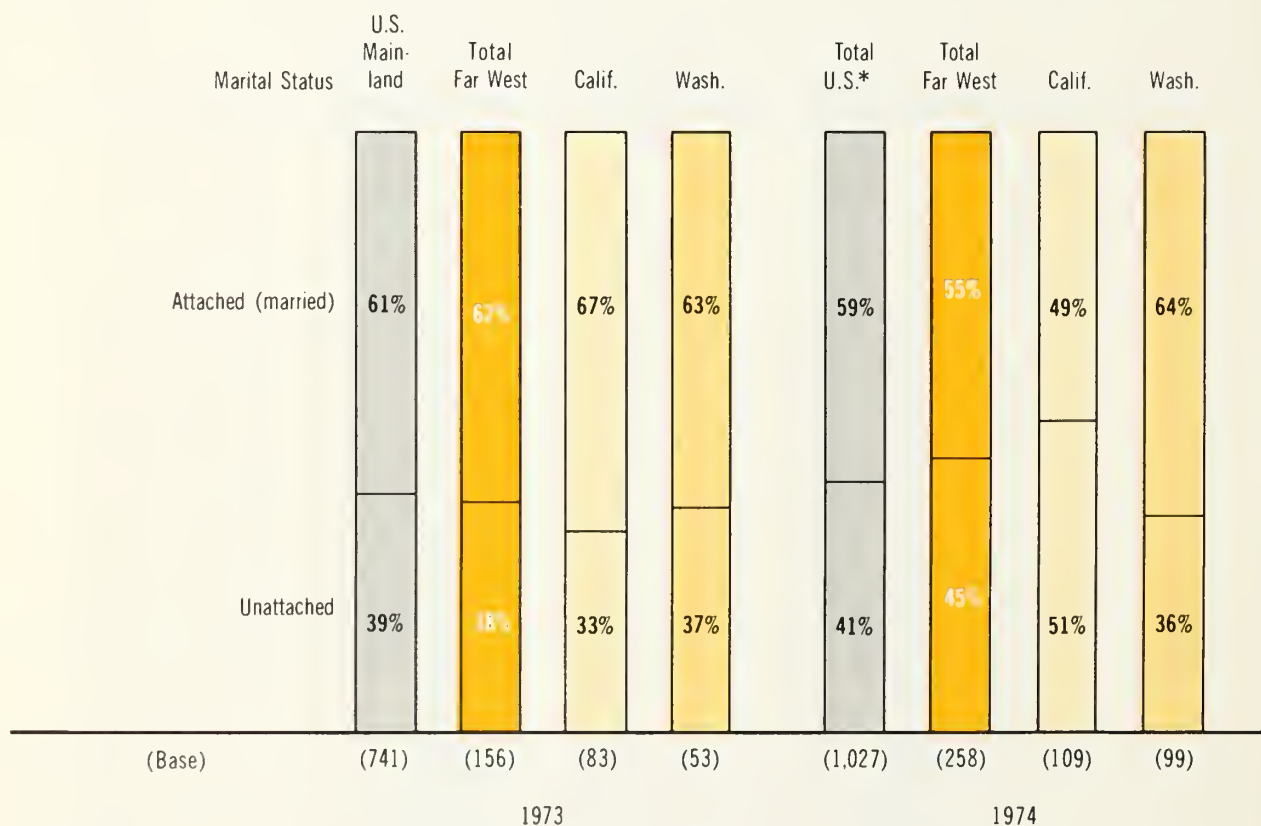
In 1974, 59% of the Canadian visitors to the U.S. were classified as attached (married) and the remaining 41% were unattached.

The marital status of Canadians traveling to the Far West reflected a slightly lower proportion (55%) of attached (married) vacationers to this region in comparison to the national findings. The share of attached vacationers to the Far

West, however, was higher in 1973, when 62% were married.

The proportion of attached travelers to California and Washington were very different between the two states. Less than one-half (49%) of the visitors to California were married, (a significant decrease from the 67% recorded in 1973), while 64% of the Canadian visitors to Washington were married, (approximately the same proportion as recorded in 1973).

Chart 13  
CANADIAN VACATION TRAVELERS TO THE FAR WEST IN 1974  
BY MARITAL STATUS



\* Includes U.S. Islands



## Education

One-half of the Canadian travelers to the U.S. in 1974 had attended or completed high school and one-quarter of these vacationers had attended or completed a university education.

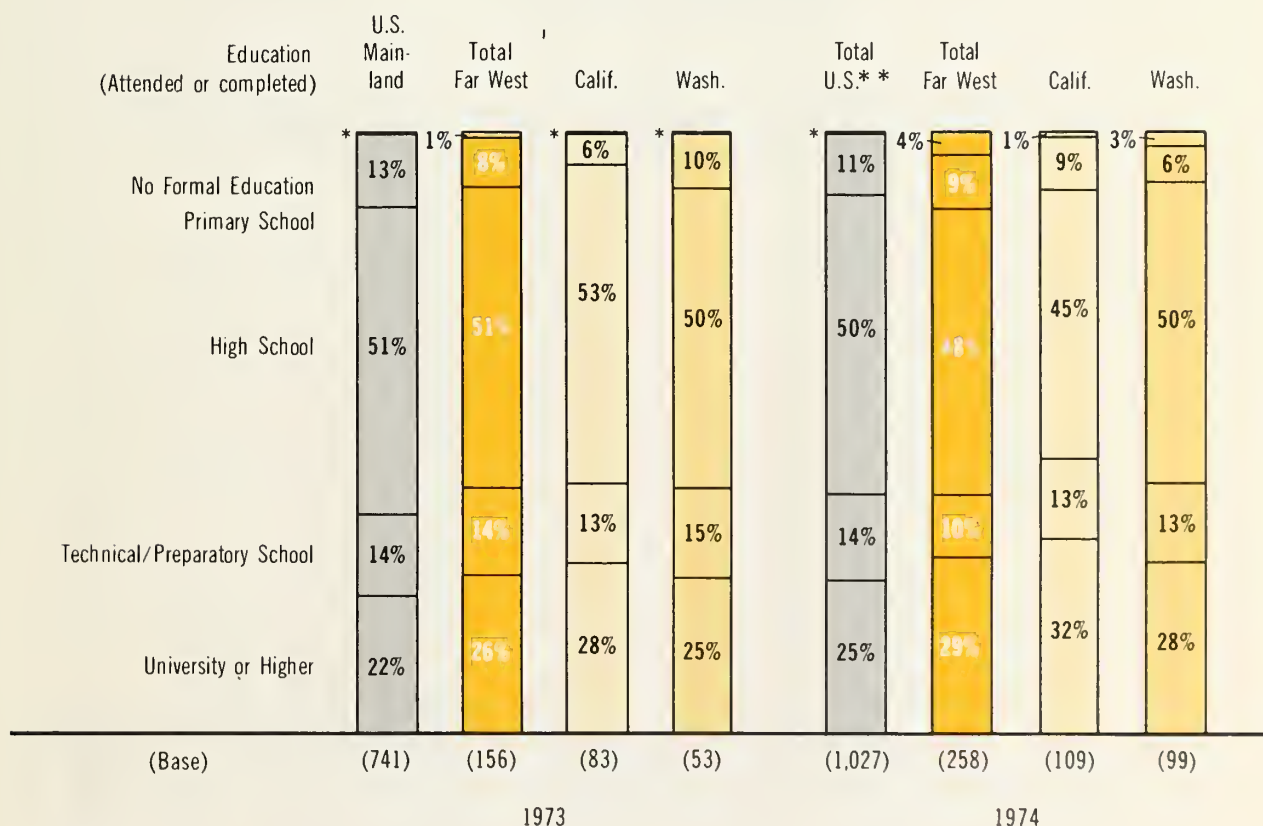
With respect to the Far West, slightly less of the Canadian visitors (48%) had attended and completed high school, but a larger proportion (compared to the national distribution) of vaca-

tioners (29%) had attended or completed their university education.

Forty-five percent of all Canadians visiting California and 50% of those visiting Washington in 1974 had attended or completed high school. The share of visitors to California that had a university-or-higher-level education increased from 28% in 1973 to 32% in 1974. Similarly, 28% of all Canadian visitors to Washington had some university education (up from a 25% share in 1973).

Chart 14

### CANADIAN VACATION TRAVELERS TO THE FAR WEST IN 1974 BY EDUCATION



\* Less than 1/2 of 1%.

\* \* Includes U.S. Islands.

## Occupation of Heads of Household

The heads of households of Canadian vacation travelers to the U.S. in 1974 were employed primarily in professional/managerial/sales/white-collar positions (44%). An additional 22% were classified as skilled laborers.

Similar to the national patterns, professional/managerial/sales/white-collar employees represented the main occupation for 40% of the visitors to the Far West in 1974. This percentage, however, represented a decrease from the 46% recorded in the previous year. The proportion of skilled workers traveling to this region increased slightly from 23% in 1973 to 24% in 1974, as did the proportion of retired visitors—up from 8% in 1973 to 11% in 1974.

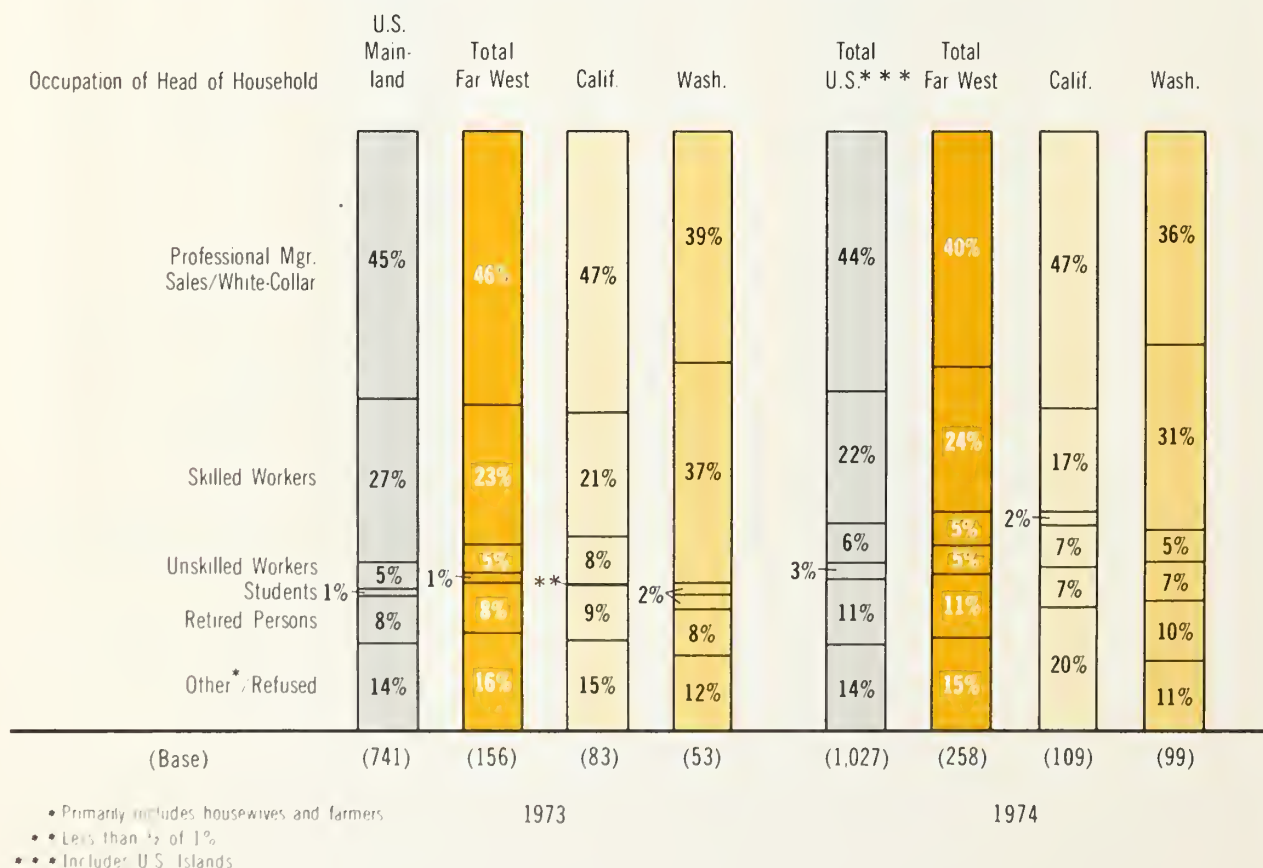
The occupations of Canadian travelers to California and Washington were also concentrated in the professional/managerial/sales/white-collar careers. More specifically, 47% of Canadians visiting California and 36% of those visiting the state of Washington, were employed in these professions.

While skilled workers represented the second largest occupational category, of visitors to Washington (31%) and California (17%), these proportions represented declines from the previous year.

Students comprised a greater share of the Canadians visiting the Far West in 1974 (up from 1% to 5%), particularly in California where the proportion of students increased from less than one-half of 1% in 1973 to 7% in 1974.

Chart 15

### CANADIAN VACATION TRAVELERS TO THE FAR WEST IN 1974 BY OCCUPATION OF HEAD OF HOUSEHOLD



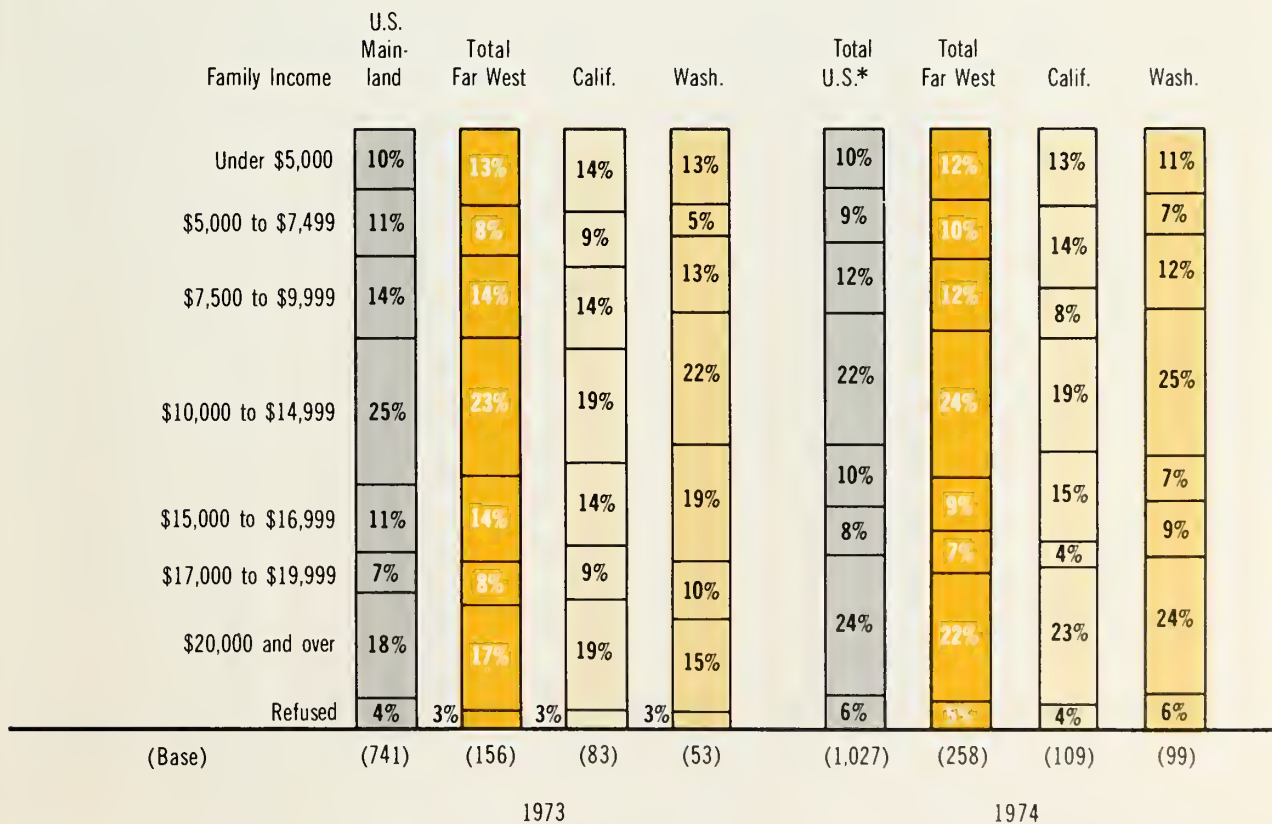
## Family Income

Similar to the national trend, during 1974, Canadian families with incomes in the \$10,000-\$20,000 range and those earning over \$20,000 annually, comprised the largest proportions of travelers to the Far West (40% and 22%, respectively). From 1973 to 1974 there appeared to be an increase in the proportion of wealthier travelers to the Far West, as those making \$20,000 or more increased from 17% in 1973 to 22% in 1974.

Canadians visiting **California** were also grouped more heavily in these two income categories of between \$10,000 to \$20,000 and \$20,000 and over (38% and 23%, respectively). Canadians making \$20,000 or more increased in share from 19% in 1973 to 23% in 1974.

Canadians visiting the state of **Washington** in 1974 were similarly concentrated in the \$10,000-\$20,000 (41%) and over \$20,000 (24%) family income range, with the latter proportion increasing substantially from 15% in 1973 to 24% in 1974.

Chart 16  
**CANADIAN VACATION TRAVELERS TO THE FAR WEST IN 1974  
BY FAMILY INCOME**



Note: Totals may not add to 100% due to rounding.

\* Includes U.S. Islands.

Consistent with the proportion of Canadian travelers visiting the U.S. in 1974, the majority of Canadian visitors to the Far West were members of "adult-only" families (65% for the Far West and 62% for the U.S. as a whole). This represented a sizable increase over the 58% recorded in the previous year for Canadians from this group traveling to the Far West.

California in 1974, representing an 11 percentage point increase over the previous year.

Contrary to this pattern, the proportion of Canadian families with "adult-only" members who traveled to the state of Washington in 1974 was relatively equal to those with children, 51% and 49% respectively. The share of family travel to Washington increased somewhat from 1973; possibly the attraction and events at Expo '74 could have contributed to the increase in family travel to this state.

## CANADIAN VACATION TRAVELERS TO THE FAR WEST IN 1974 BY FAMILY COMPOSITION





### C. Trip Characteristics

Presented in this section are analyses of the following characteristics of 1974 Canadian vacation trips to the **Far West**: purpose of trip; total adults in party; main mode of transport; seasonality; and length of trip.

#### *Purpose of Trip*

There were three main reasons given by Canadians for travel to the **U.S.** in 1974: to spend time at a vacation spot (37% of the trips), sightseeing (36% of the trips) and to visit friends or relatives (33% of the trips).

Canadians traveling to the **Far West** however, gave sightseeing as the primary reason for travel (56%) in 1974, representing an increase in the importance of this activity over 1973. Next to sightseeing, visiting friends and relatives was the second most important motive for travel to the **Far West** (38%), followed by spending time at a vacation spot (24%). Both of these categories also increased in importance as motives for travel to the **Far West**.

Attending sports festivals/or other special events was cited as a reason for travel by an increasing proportion of Canadians traveling to the **Far West** in 1974 (from 6% in 1973 to 13% in 1974). On the other hand, the combined business and pleasure travel declined somewhat as a purpose for Canadian travel to the **Far West** (from 13% in 1973 to 9% in 1974).

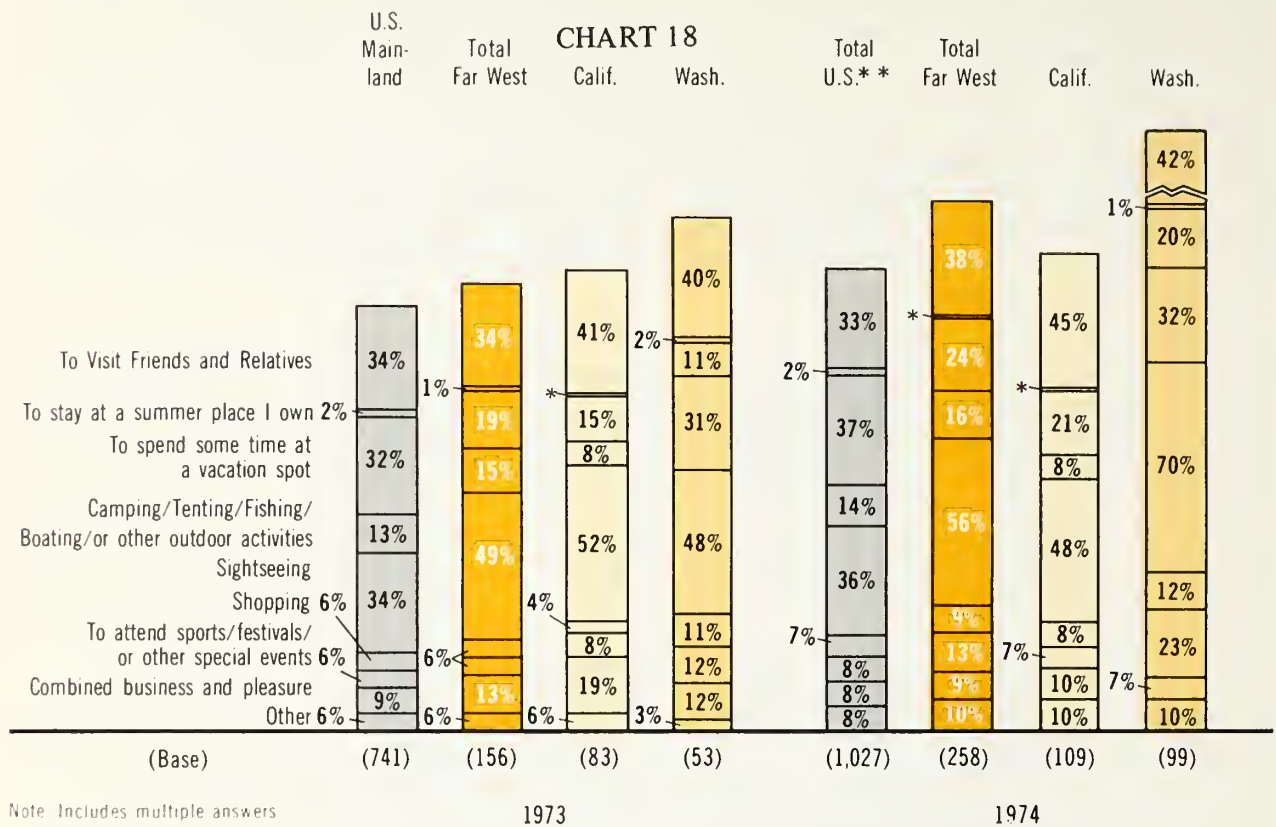
The two primary reasons given by Canadians for travel to **California** in 1974 were to sightsee

(48%) and to visit friends and relatives (45%). While visiting friends and relatives increased slightly in importance over 1973, there was a decline in the proportion of Canadian sightseers in **California**—down from 52% in 1973 to 48% in 1974. Spending time at a vacation spot, the third most popular motive for travel to **California**, increased in proportion (from 15% in 1973 to 21% of the trips during 1974). There was a significant drop, however, in the proportion of Canadians who traveled to **California** for combined business and pleasure down from 19% in 1973 to 10% in 1974.

The overwhelming reason for travel cited by Canadians visiting the state of **Washington** was "sightseeing" (70%). This percentage represented a highly significant proportional increase over 1973, when only 48% of the trips to this state were for sightseeing purposes. Twenty-three percent of the trips to **Washington** were to attend sports/festivals and other special events, an increase over the 12% recorded in 1973. The increase in the popularity of these two travel motivations can probably be linked to the popularity of Expo '74 as a tourist attraction.

Visiting friends and relatives accounted for 42% of the Canadian trips to **Washington**, with camping, fishing, boating and other outdoor activities accounting for 32% of the trips. As was the trend for **California**, there was a decline in the proportion of Canadian visitors who came to **Washington** for combined business and pleasure, (from 12% in 1973 to 7% in 1974).

Chart 18  
**CANADIAN VACATION TRIPS TO THE FAR WEST IN 1974**  
**BY PURPOSE OF TRIP**



Note: Includes multiple answers

\* Less than 1/2 of 1%

\* \* Includes U.S. Islands

### *Total Adults in Party*

During 1974, the average Canadian vacation party to the **Far West** included 2.11 adults, somewhat below the mean number of adults per traveling party to the **U.S.** as a whole—2.36. The average number of adults in each vacation party to **California** and **Washington** (1.95 and 2.25 persons, respectively) was also slightly below the national average.

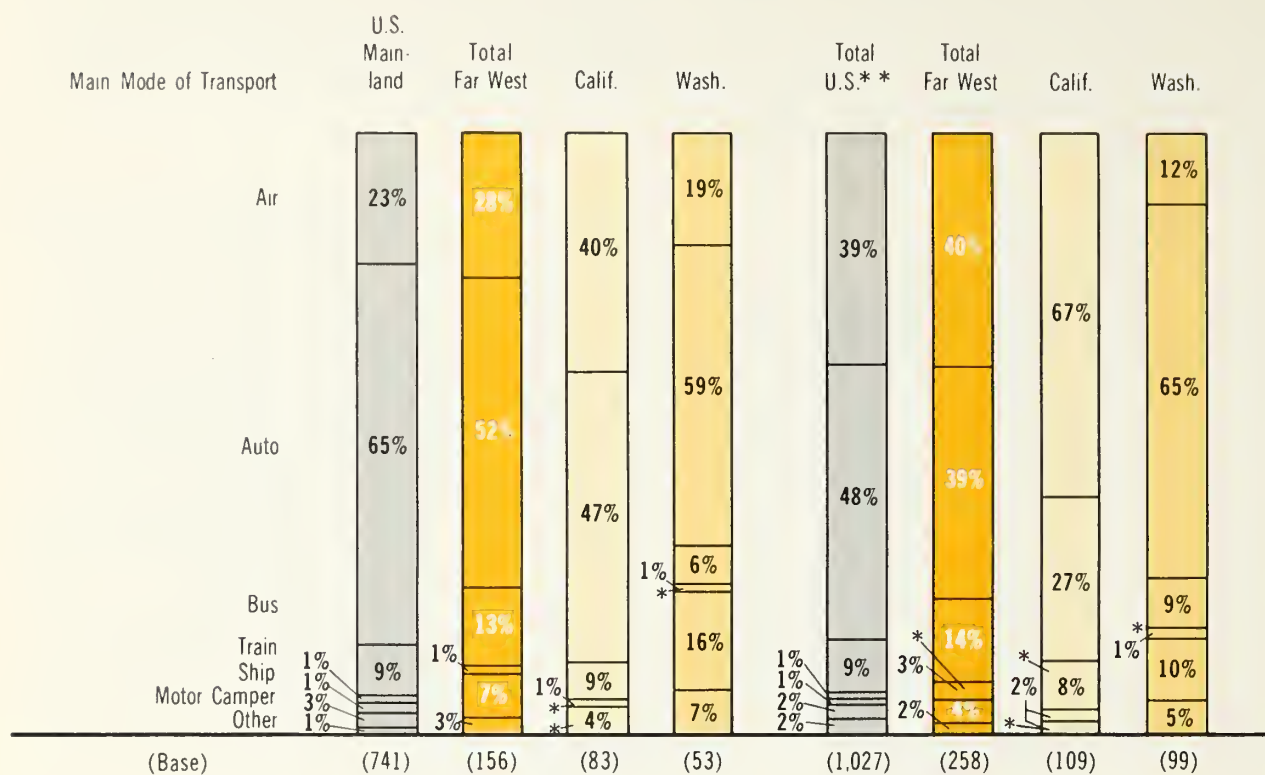
### *Main Mode of Transport*

The proportion of Canadians traveling to the **Far West** by automobile was approximately equal to that of those traveling by air in 1974 (39% and 40% respectively). These percentages represented a significant shift away from the automobile (from 52% in 1973 to 39% in 1974) as the primary mode of travel in favor of air travel, (up from 28% in 1973 to 40% in 1974). This overall shift away from the auto was undoubtedly brought about by the higher cost of the scarce (in 1974) supply of gasoline throughout the **U.S.**, negatively affecting Canadian auto travel to the entire **U.S.** as well as to the **Far West**. In addition bus travel accounted for 14% and motor campers for 4% of the total trips to the **Far West** in 1974.

The majority of Canadians traveling to **California** in 1974 preferred air travel (67%), representing a significant increase over the 40% recorded in 1973. As expected, the auto declined significantly as the major mode of transport, to this relatively long-haul destination from 47% in 1973 to 27% in 1974.

Canadians traveling to **Washington**, however, still preferred the automobile as their main mode of transport (65%), and in fact, auto travel increased in importance from the 59% recorded in 1973. Canadian air travel to Washington subsequently declined from 19% in 1973 to 12% in 1974, as did Canadian use of the motor camper from 16% to 10%. There was also a slight rise in the use of buses (from 6% to 9%) by Canadians traveling to Washington in 1974. The increase in auto-usage likely reflected the proximity of this state to the Canadian border and the high proportion of visitors which resided in the **Prairie Provinces** and **British Columbia** which combined accounted for 83% of the auto travel to this state. Additionally Expo '74 may have drawn many additional Canadian trips by automobile in 1974.

Chart 19  
CANADIAN VACATION TRIPS TO THE FAR WEST IN 1974  
BY MAIN MODE OF TRANSPORT



Note: Totals may not add to 100% due to rounding.

\* Less than 1/2 of 1%.

\* \* Includes U.S. Islands.

1973

1974



## Seasonality

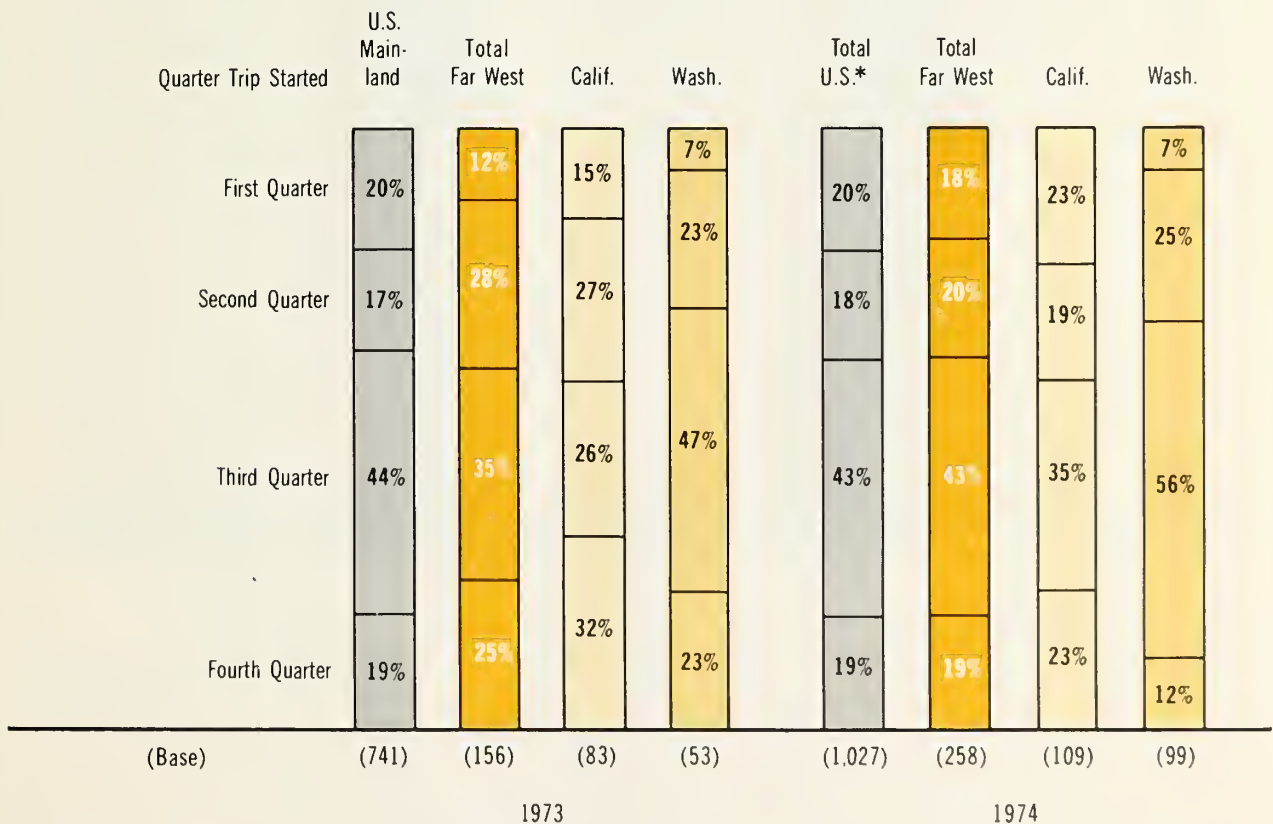
Consistent with the pattern of Canadian travel to the U.S., those traveling to the Far West preferred to visit this region during the third quarter, accounting for 43% of the trips in 1974. From 1973 to 1974, there was an increase in the proportion of Canadian vacation trips to the Far West during the first and third quarters of the year and a decrease in the proportion of visitors during the second and fourth quarters.

Canadian vacation travel to California and Washington during the third quarter of the year accounted for 35% and 56% respectively, of the

trips to these states. The first and fourth quarters were the next most popular periods for travel to California, accounting for 23% of the visits to that state during each of the quarters. With respect to Washington, the second quarter was the next most popular season, accounting for 25% of the trips.

From 1973 to 1974, there was an increase in the proportion of Canadian vacation trips to California during the first and third quarters. Washington, on the other hand, experienced an increase in the proportion of their Canadian visitors during the second and third quarters of the year.

Chart 20  
**CANADIAN VACATION TRIPS TO THE FAR WEST IN 1974  
BY SEASONALITY (Quarterly)**



\* Includes U.S. Islands.

to 17% in 1974. The second most popular month for Canadian travel to California during 1974 was July, accounting for 12% of the trips.

The most popular months for Canadian travel to Washington was July (26% of the trips), followed by August (22% of the trips). Travel to that state during the month of October decreased from 20% in 1973 to 7% in 1974.

### Chart 21



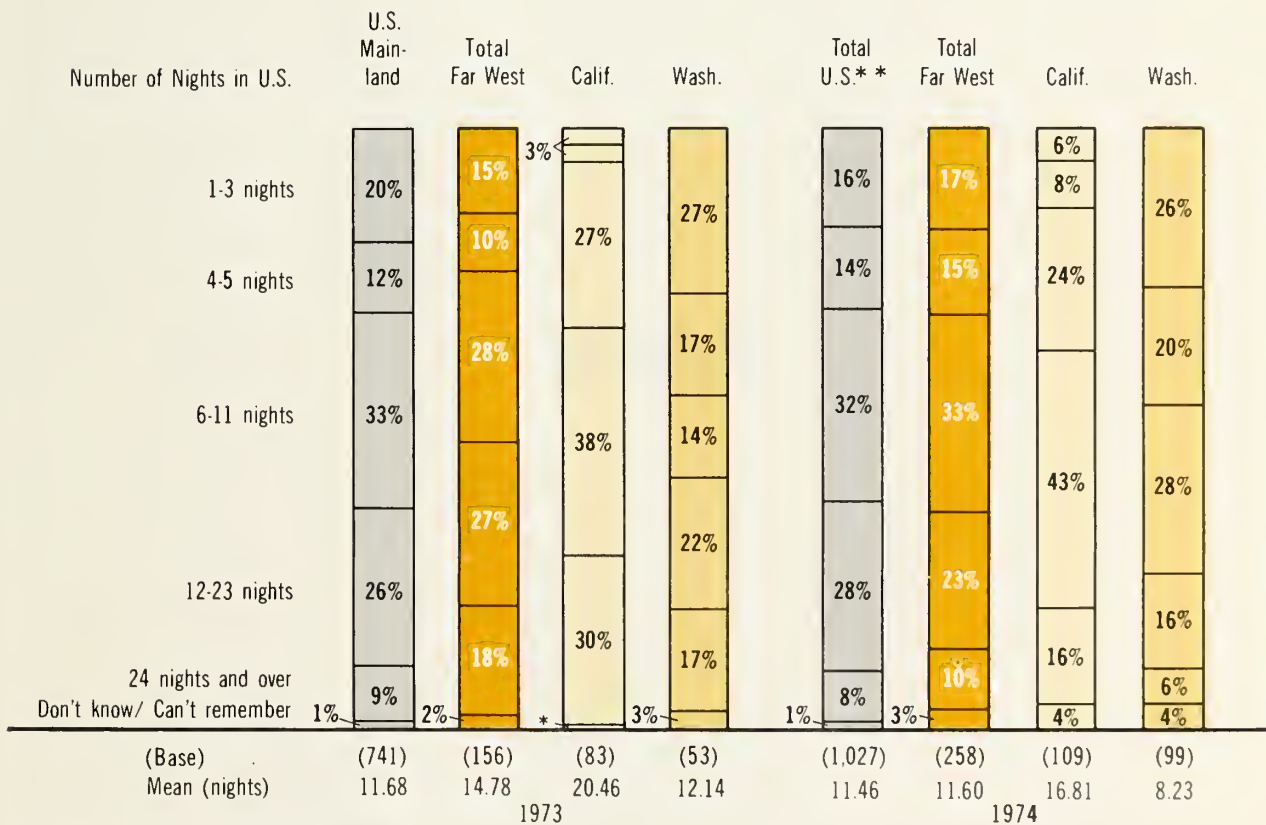
## Length of Stay

The mean length of stay of Canadians vacationing in the U.S. in 1974 was 11.5 nights. Trips to the Far West were approximately equal in length at 11.6 nights. Canadian trips varied in duration depending upon the destination within the Far West Region. For example, the mean length of stay of Canadians in California was

16.8 nights, whereas the mean length of stay of Canadians in Washington was only 8.2 nights.

From 1973 to 1974, there was a considerable decrease in the length of stay of Canadians visiting the Far West. Canadian trips to the Far West were 3 days less than they were in 1973, and trips to Washington were approximately 4 days less in duration than they were in 1973.

Chart 22  
CANADIAN VACATION TRIPS TO THE FAR WEST IN 1974  
BY LENGTH OF STAY



Note: Totals may not add to 100% due to rounding.

\* Less than 1/2 of 1%.

\* \* Includes U.S. Islands.





## **APPENDICES**



# Appendix A

## DEFINITION OF UNITED STATES AND CANADIAN REGIONS

### U.S. REGIONS

#### 1. NEW ENGLAND

Connecticut  
Maine  
Massachusetts  
New Hampshire  
Rhode Island  
Vermont

#### 2. EASTERN GATEWAY

New Jersey  
New York

#### 3. GEORGE WASHINGTON COUNTRY

Delaware  
District of Columbia  
Maryland  
Pennsylvania  
Virginia  
West Virginia

#### 4. THE SOUTH

Alabama  
Arkansas  
Florida  
Georgia  
Kentucky  
Louisiana  
Mississippi  
North Carolina  
South Carolina  
Tennessee

#### 5. GREAT LAKES COUNTRY

Illinois  
Indiana  
Iowa  
Michigan  
Minnesota  
Ohio  
Wisconsin

#### 6. OLD WEST

Colorado  
Montana  
Nebraska  
North Dakota  
South Dakota  
Utah  
Wyoming

#### 7. FRONTIER WEST

Arizona  
Kansas  
Missouri  
New Mexico  
Oklahoma  
Texas

#### 8. FAR WEST

Alaska  
California  
Idaho  
Nevada  
Oregon  
Washington

#### 9. ISLANDS

American Samoa  
Guam  
Hawaii  
Puerto Rico  
Virgin Islands

### CANADIAN REGIONS

#### ATLANTIC PROVINCES

Newfoundland  
Prince Edward Island  
Nova Scotia  
New Brunswick

#### QUEBEC

#### ONTARIO

#### PRAIRIE PROVINCES

Manitoba  
Saskatchewan  
Alberta

#### BRITISH COLUMBIA

#### Other

Yukon/N.W.T.

## DEFINITION OF TERMS

The definitions used in the study were as follows:

"Vacation" defined for the respondent as not including weekends or long weekends or statutory holidays; or "working holidays". Beyond this, the definition was intentionally left up to the respondent. This procedure was carefully established to avoid a long series of arbitrary decisions as to what was and what was not a vacation. For example, housewives, professional men, retired people and students would each have required explicit, arbitrary, and perhaps even inconsistent criteria laid down as to what constituted a vacation. Consequently, the definition of a vacation was completely subjective (aside from the above list of what it was not): if the respondent thought he had a vacation, it was considered that he did.

Vacation trip essentially is absence from home. Once again, the precise definition was the respondent's. In practice, virtually all trips reported were of at least one night's duration, and this can be taken as the working criterion.

For analytical purposes a further definitional requirement of a "trip" was made, such that it was "a person or group of people from the same household traveling together." If husband and wife traveled together, it was deemed reasonable that this should be regarded as one trip, not two. For example, they would probably have made a single joint decision to go on the trip. If they went with a couple from another household, this second pair probably would have made a separate decision, so this foursome could be regarded as two trips.

Since individuals (18 or over) were interviewed for these studies, the problem could arise of double counting (or multiple counting) of trips—for example, interviewing husband and wife who had been on a trip together would show two trips, not one. Weighting was used to compensate for this possibility. For each trip it was ascertained how many people (18 and over from the same household) had been on the trip. The reciprocal of this number served as the basis for this corrective weighting.



# Appendix B

Appendix B—I

## CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1973-74

(Prorated to equal 100%)

Regions and States	Base		Estimated number Canadian arrivals		Percent of total vacation arrivals		Regional expenditures in the U.S. (\$ million)		Percent of total Canadian vacation expenditures	
	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974
New England .....	155	173	766,000	610,000	18%	16%	\$58	\$46	12%	7%
(Maine) .....	73	76	377,000	290,000	9	7	28	22	6	3
(Massachusetts) .....	52	51	245,000	161,000	6	4	21	15	4	2
Eastern Gateway .....	140	151	689,000	501,000	17	13	54	55	11	9
(New York) .....	118	123	555,000	384,000	13	10	44	42	9	7
(New Jersey) .....	33	36	173,000	138,000	4	4	17	18	3	3
George Washington Country .....	56	57	237,000	202,000	6	5	36	27	7	4
The South .....	177	211	944,000	729,000	23	19	131	166	27	26
(Florida) .....	150	167	783,000	514,000	19	13	123	138	25	22
Great Lakes Country .....	106	127	480,000	408,000	11	11	48	46	10	7
Old West .....	40	67	247,000	211,000	6	5	20	20	4	4
Frontier West .....	20	45	94,000	137,000	2	4	18	30	4	5
Far West .....	156	258	644,000	758,000	15	20	100	136	20	22
(California) .....	83	109	306,000	295,000	7	8	79	81	17	13
(Washington) .....	53	99	206,000	310,000	5	8	25	29	5	5
U.S. Islands .....	n.a.	80	n.a.	266,000	n.a.	7	n.a.	91	n.a.	14
U.S. Unspecified .....	15	15	73,000	55,000	2	1	18	6	4	2
Total U.S. Mainland .....	741	955	4,174,620	3,614,000	100%	93	483	540	100%	72
Total U.S. ....	n.a.	1,027	n.a.	3,880,000	n.a.	100%	n.a.	631	n.a.	100%

## CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELERS, 1973-74-Con.

Regions and States	Base		Average number of persons per trip		Average number of persons per household		Average number of nights spent in U.S.	
	1973	1974	1973	1974	1973	1974	1973	1974
New England .....	155	173	2.50	2.53	1.70	1.65	9.5	8.2
(Maine) .....	73	76	2.61	2.73	1.70	1.71	8.7	7.5
(Massachusetts) .....	52	51	2.39	2.20	1.70	1.51	9.9	19.1
Eastern Gateway .....	140	151	2.49	2.38	1.56	1.66	9.8	8.2
(New York) .....	118	123	2.38	2.24	1.51	1.64	9.6	7.7
(New Jersey) .....	33	36	2.66	2.75	1.69	1.71	12.7	11.6
George Washington Country .....	56	57	2.14	2.55	1.56	1.63	14.3	13.9
The South .....	177	211	2.70	2.48	1.56	1.60	16.4	17.5
(Florida) .....	150	167	2.64	2.21	1.56	1.63	16.7	18.6
Great Lakes Country .....	106	127	2.29	2.31	1.68	1.67	10.5	9.2
Old West .....	49	67	2.55	2.26	1.56	1.78	10.9	9.3
Frontier West .....	20	45	2.38	2.18	1.63	1.51	22.4	15.7
Far West .....	156	258	2.09	2.11	1.54	1.52	14.8	11.6
(California) .....	83	109	1.87	1.95	1.51	1.47	20.5	16.8
(Washington) .....	53	99	1.97	2.25	1.61	1.71	12.1	8.2
U.S. Islands .....	n.a.	80	n.a.	2.39	n.a.	1.51	n.a.	15.3
U.S. Unspecified .....	15	15	2.49	2.65	2.49	1.68	12.7	14.2
Total U.S. Mainland .....	741	955	2.46	2.36	1.60	1.60	11.7	11.3
Total U.S. ....	n.a.	1,027	n.a.	2.36	n.a.	1.59	n.a.	11.5

## CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1973-74-Con.

Regions and States	Base		Daily trip expenditures per vacation party		Daily trip expenditures by vacation party		Per Capita expenditures for trip		Daily per capita trip expenditures	
	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974
New England .....	155	173	\$313	\$303	\$33	\$37	\$125	\$120	\$13	\$15
(Maine) .....	73	76	331	345	38	46	127	126	15	17
(Massachusetts) .....	52	51	319	326	34	32	133	144	14	14
Eastern Gateway .....	140	151	348	392	36	48	140	165	14	20
(New York) .....	118	123	336	350	35	45	141	156	15	20
(New Jersey) .....	33	36	449	591	35	51	169	215	13	19
George Washington Country .....	56	57	501	544	35	39	234	213	16	15
The South .....	177	211	730	910	45	52	270	367	16	21
(Florida) .....	150	167	788	895	47	48	298	405	18	22
Great Lakes Country .....	106	127	348	376	33	41	152	163	14	18
Old West .....	49	67	373	408	34	44	146	181	13	19
Frontier West .....	20	45	782	727	35	46	329	333	15	21
Far West .....	156	258	498	545	34	47	238	258	16	22
(California) .....	83	109	675	738	33	44	361	378	18	23
(Washington) .....	53	99	332	309	27	38	169	137	14	17
U.S. Islands .....	n.a.	80	n.a.	1,350	n.a.	88	n.a.	565	n.a.	37
U.S. Unspecified .....	15	15	664	420	52	30	267	158	21	11
Total U.S. Mainland .....	741	955	438	518	37	46	178	219	15	19
Total U.S. ....	n.a.	1,027	n.a.	570	n.a.	50	n.a.	242	n.a.	21

## CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELERS, 1973-74-Con.

	(Base)		Total trip expenditures (\$)		Per capita expenditures for trip (\$)		Daily trip expenditures by vacation party (\$)		Daily trip expenditures per person (\$)		Average No. of nights spent		Average No. of persons per trip		Average No. of persons in household	
	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974
Expenditures in U.S. only:																
Total .....	(741)	(1,027)	483	570	178	242	37	50	15	21	11.7	11.5	2.46	2.36	1.60	1.65
Residence:																
Atlantic Provinces .....	( 55)	( 38)	376	373	153	170	40	40	16	18	9.3	9.3	2.27	2.20	1.59	1.53
Quebec .....	(201)	(259)	480	515	195	197	37	41	15	16	13.1	12.6	2.55	2.61	1.61	1.66
French Quebec .....	(135)	(163)	454	624	185	222	34	49	14	17	13.2	12.7	2.66	2.81	1.63	1.72
English Quebec .....	( 65)	( 57)	535	515	217	259	41	48	17	24	13.1	10.7	2.18	1.99	1.54	1.49
Ontario .....	(301)	(405)	474	589	193	250	42	53	17	23	11.3	11.1	2.25	2.30	1.55	1.52
Prairies .....	( 89)	(158)	312	516	127	247	29	45	12	22	10.8	11.4	2.24	2.09	1.56	1.50
British Columbia .....	( 92)	(162)	376	624	153	318	35	58	14	29	10.7	10.8	2.16	1.96	1.51	1.47
City of residence:*																
Vancouver .....	n.a.	(100)	n.a.	652	n.a.	n.a.	n.a.	62	n.a.	n.a.	n.a.	10.5	n.a.	n.a.	n.a.	1.38
Calgary/Edmonton .....	n.a.	( 48)	n.a.	695	n.a.	n.a.	n.a.	58	n.a.	n.a.	n.a.	12.0	n.a.	n.a.	n.a.	1.44
Winnipeg .....	n.a.	( 37)	n.a.	477	n.a.	n.a.	n.a.	31	n.a.	n.a.	n.a.	15.3	n.a.	n.a.	n.a.	1.38
Toronto .....	n.a.	(153)	n.a.	515	n.a.	n.a.	n.a.	51	n.a.	n.a.	n.a.	10.1	n.a.	n.a.	n.a.	1.48
Montreal .....	n.a.	(124)	n.a.	599	n.a.	n.a.	n.a.	40	n.a.	n.a.	n.a.	15.1	n.a.	n.a.	n.a.	1.57
English .....	n.a.	( 40)	n.a.	419	n.a.	n.a.	n.a.	31	n.a.	n.a.	n.a.	10.7	n.a.	n.a.	n.a.	1.49
French .....	n.a.	( 52)	n.a.	815	n.a.	n.a.	n.a.	44	n.a.	n.a.	n.a.	18.6	n.a.	n.a.	n.a.	1.68
Other .....	n.a.	( 32)	n.a.	459	n.a.	n.a.	n.a.	31	n.a.	n.a.	n.a.	14.8	n.a.	n.a.	n.a.	1.30
Community size:																
Urban .....	(625)	(896)	455	557	185	249	38	50	16	21	11.9	11.7				
Rural .....	(116)	(131)	338	455	137	193	32	45	13	19	10.6	10.2				

\* Data have limited value due to small sample sizes



## CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELERS, 1973-74—Con.

	(Base)		Total trip expenditures (\$)		Per capita expenditures for trip (\$)		Daily trip expenditures by vacation party (\$)		Daily trip expenditures per person (\$)		Average No. of nights spent		Average No. of persons per trip		Average No. of persons in household	
	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974
Sex:																
Male .....	(376)	(476)	460	624	187	264	41	55	17	23	11.3	11.3				
Female .....	(365)	(551)	412	519	167	220	34	45	14	19	12.1	11.6				
Age:																
18 to 29 .....	(263)	(304)	391	519	159	220	38	50	15	21	10.3	10.5				
30 to 39 .....	(125)	(194)	413	604	168	256	42	63	17	27	9.9	9.6				
40 to 49 .....	(129)	(205)	478	572	194	242	51	60	21	25	9.4	9.5				
50 and over .....	(224)	(323)	490	601	199	255	31	41	13	17	15.6	14.8				
Language:																
French Quebec .....	(136)	(165)	455	634	185	269	34	48	14	21	13.2	13.1				
Rest of Canada .....	(605)	(862)	434	557	176	230	38	50	16	21	11.3	11.2				
Marital status:																
Single .....	(220)	(277)	372	539	151	228	34	45	14	19	10.8	12.0				
Married .....	(452)	(608)	478	590	194	250	42	56	17	24	11.3	10.5				
Separated/Widowed/Divorced .....	( 70)	(142)	405	550	165	233	24	39	10	16	17.2	14.3				
Family composition:																
Adults only .....	(413)	(640)	431	582	175	247	33	46	13	20	13.1	12.6				
Have children under 18 .....	(328)	(387)	446	551	181	233	45	57	18	24	9.9	9.7				
Socio economic level:																
Upper .....	(245)	(299)	590	692	240	102	47	65	19	10	12.5	10.6				
Upper middle .....	(166)	(223)	426	628	173	266	37	52	15	22	11.4	12.0				
Middle .....	(121)	(206)	408	467	166	198	38	45	16	19	10.7	10.3				
Lower middle .....	(107)	(165)	312	477	127	202	31	37	13	16	10.1	12.9				
Lower .....	(102)	(135)	257	504	104	214	19	40	8	17	13.2	12.5				

## CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELERS, 1973-74—Con.

	(Base)		Total trip expenditures (\$)		Per capita expenditures for trip (\$)		Daily trip expenditures by vacation party (\$)		Daily trip expenditures per person (\$)		Average No. of nights spent		Average No. of persons per trip		Average No. of persons in household	
	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974
<b>Occupation:</b>																
Prof./Sales/White collar . . . . .	(330)	(456)	505	600	205	254	45	56	18	24	11.2	10.8				
Skilled labor . . . . .	(198)	(230)	365	551	148	233	41	59	17	25	8.8	9.3				
Unskilled labor . . . . .	(34)	(62)	383	532	156	225	32	53	13	22	12.0	10.1				
Farmer . . . . .	(18)	(22)	347	377	141	160	40	34	16	14	8.6	11.2				
Student . . . . .	(8)	(30)	312	384	127	163	39	33	16	14	8.0	11.6				
Retired/Pensioned . . . . .	(62)	(108)	518	607	211	257	28	38	11	16	18.5	15.8				
Other . . . . .	(67)	(93)	295	592	120	251	18	37	7	15	16.8	16.2				
<b>Education (Attended or completed):</b>																
University . . . . .	(86)	(149)	606	516	246	219	45	50	18	21	13.4	10.4				
Technical/Preparatory . . . . .	(61)	(91)	396	672	161	285	44	49	18	21	8.9	13.6				
High school . . . . .	(187)	(260)	409	619	166	262	34	54	14	23	12.2	11.4				
Elementary school . . . . .	(47)	(72)	268	694	109	294	29	42	12	18	9.1	16.5				
<b>Accommodation:</b>																
Owned . . . . .	(483)	(633)	454	578	185	245	42	52	17	22	10.9	11.2				
Rented . . . . .	(238)	(383)	415	568	169	241	31	47	13	20	13.3	12.0				
<b>Type of dwelling:</b>																
Detached/Semi-Detached . . . . .	(499)	(666)	449	580	183	246	41	53	17	23	11.0	10.9				
Town house/Other Attached House . . . . .	(112)	(127)	409	602	166	255	31	51	13	21	13.0	11.9				
Apartment . . . . .	(117)	(216)	441	513	179	217	33	39	14	16	13.2	13.2				
Other . . . . .	(13)	(19)	189	718	77	304	14	71	6	30	13.1	10.1				

## CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELERS, 1973-74-Con.

	(Base)		Total trip expenditures (\$)		Per capita expenditures for trip (\$)		Daily trip expenditures by vacation party (\$)		Daily trip expenditures per person (\$)	Average No. of nights spent		Average No. of persons per trip		Average No. of persons in household	
	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1974
<b>Purpose of trip:</b>															
Visiting friends or relatives ..	(252)	(344)	375	309	178	153	29	30	14	15	13.1	10.3	2.11	2.02	1.56
Staying at a vacation spot ...	(234)	(383)	588	788	219	314	45	62	17	25	13.1	12.6	2.68	2.51	1.67
City sightseeing/shopping ...	(176)	(235)	413	617	188	243	38	61	17	24	10.8	10.1	2.20	2.54	1.62
Rural activities .....	(192)	(268)	415	548	156	219	33	53	12	21	12.7	10.4	2.66	2.50	1.61
Other .....	(145)	(215)	434	624	181	242	41	57	17	22	10.6	11.0	2.40	2.58	1.55
<b>Purpose of trip and season:</b>															
<b>June to September:</b>															
Visiting friends/relatives ..	(115)	(188)	293	295	136	135	29	36	13	17	10.2	8.1	2.16	2.18	1.62
<b>Staying at a vacation spot .....</b>															
City sightseeing .....	(104)	(188)	413	552	154	208	39	52	14	20	10.7	10.6	2.68	2.65	1.77
Rural activities .....	(121)	(167)	296	405	113	159	31	45	12	18	9.4	9.0	2.62	2.55	1.71
Other .....	( 67)	(105)	306	567	136	216	35	58	15	22	8.8	9.7	2.25	2.63	1.48
<b>October to May:</b>															
Visiting friends/relatives ..	(136)	(156)	435	327	211	179	28	25	14	14	15.5	12.9	2.06	1.83	1.44
<b>Staying at a vacation spot .....</b>															
City sightseeing .....	(130)	(194)	727	1,023	271	432	48	70	18	29	15.0	14.7	2.68	2.37	1.59
Rural activities .....	( 83)	(109)	544	753	237	307	39	61	17	25	14.0	12.3	2.30	2.45	1.49
Other .....	( 71)	(101)	632	778	230	323	35	61	13	25	18.2	12.8	2.75	2.41	1.64
Other .....	( 78)	(110)	543	685	212	271	45	56	18	22	12.0	12.3	2.52	2.53	1.54
<b>Main mode of transport:</b>															
Car .....	(481)	(497)	377	427	147	167	36	44	14	17	10.4	9.7	2.57	2.56	1.69
Plane .....	(171)	(397)	690	811	371	403	48	58	26	29	14.5	13.9	1.86	2.01	1.43
Bus .....	( 63)	( 96)	268	455	92	195	23	43	8	18	11.5	10.7	2.90	2.33	1.39
Train .....	( 10)	( 10)	155	383	85	180	16	31	9	15	9.8	12.4	1.83	2.13	1.47
Motor Camper .....	n.a.	( 24)	n.a.	437	n.a.	140	n.a.	42	n.a.	13	n.a.	10.4	n.a.	3.13	n.a.
Other .....	( 40)	( 30)	405	646	138	201	23	49	8	15	17.7	13.1	2.93	3.21	1.55

## CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELERS, 1973-74—Con.

	(Base)		Total trip expenditures (\$)		Per capita expenditures for trip (\$)		Daily trip expenditures by vacation party (\$)		Daily trip expenditures per person (\$)		Average No. of nights spent		Average No. of persons per trip		Average No. of persons in household	
	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974
Month trip started:																
December to March.....	(192)	(262)	543	567	216	405	35	55	14	26	15.7	15.6	2.51	2.14	1.56	1.57
April to May.....	( 75)	(104)	518	625	230	264	37	56	16	23	14.1	11.3	2.25	2.37	1.52	1.54
June to September.....	(376)	(524)	331	444	137	182	35	46	15	19	9.4	9.6	2.42	2.44	1.64	1.63
October to November.....	( 98)	(137)	544	479	205	195	52	44	19	18	10.7	10.8	2.70	2.46	1.60	1.55
Nights spent in U.S.:																
1-5.....	(233)	(308)	159	245	63	103	51	74	20	31	3.1	3.3	2.54	2.39	1.66	1.63
6-11.....	(242)	(334)	368	535	146	220	46	68	18	28	8.0	7.9	2.52	2.43	1.54	1.57
12-17.....	(138)	(217)	662	880	265	373	47	63	19	27	14.0	13.9	2.50	2.36	1.66	1.61
18 and over.....	(120)	(153)	834	934	379	432	25	29	11	13	33.0	32.1	2.50	2.16	1.55	1.50

Note: If the average number of persons per trip is not provided the national average of 2.46 persons for 1973 and 2.36 persons for 1974 was used to determine the per capita expenditures for trips and the daily trip expenditures by vacation party.









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